

2008 Direct/Interactive Marketing Research Summit Education Track

Integrating the Collegiate ECHO in Direct and Interactive Marketing Courses:
Undergraduate and Graduate Perspectives

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SPECIAL PANEL PROPOSAL: Integrating the Collegiate ECHO in Direct and Interactive Marketing Courses: Undergraduate and Graduate Perspectives

SESSION OVERVIEW

The DMEF Collegiate ECHO Competition offers an excellent hands-on learning opportunity for undergraduate and graduate students. In addition to valuable experience creating comprehensive direct marketing plans for real world clients, it provides winning teams (gold, silver, bronze and honorable mention) cash, prizes, and scholarship opportunities. The publicity students receive aids them in linking with prospective employers. Winning team members gain a competitive edge over their cohorts with career opportunities in the industry.

This competition benefits faculty as well, providing timely, work world cases with details that would not normally be disclosed to faculty members for education purposes. The Collegiate ECHO Competition lends itself to be used as an independent study project, volunteer marketing club project and/or class assignment. Regardless of the environment, working on real business situations challenges students to be more committed and excel in their academic performance. By working on the Collegiate ECHO, students have the opportunity to develop and apply research, database, strategic, creative, media, and budgeting skills.

This panel session brings together five faculty members who have collectively won 27 Collegiate ECHO awards in the past decade in either the undergraduate or graduate divisions. These experienced veterans will present and discuss how to use the Collegiate ECHO Competition as the foundation for Direct and Interactive Marketing Courses.

SESSION OBJECTIVES

The overall objective of this session is to motivate you as direct/interactive faculty to use of the Collegiate ECHO Competition as a classroom learning experience. The specific objectives of this session are to:

1. Empower you to successfully participate in the DMEF Collegiate ECHO Competition.
2. Provide multiple perspectives on how to integrate the ECHO into marketing courses.
3. Uncover the hidden challenges associate with the process of participating in this collegiate competition.
4. Share tips for success.

SESSION MECHANICS

Each panelist will be asked to respond to a series of questions designed to extract their views based on their experience. Panelists will provide their initial responses to the moderator in advance of the session to insure broad, comprehensive coverage of all the issues. The questions to be discussed include:

1. Do you have a model or process you can share with regard to how you instruct your teams to put an ECHO campaign together?

2. How do you encourage your student teams to begin?
3. How do you get students to formulate campaign strategies?
4. What are the major challenges you face with your students as they proceed through campaign development and report writing?
5. What are your main tips for success in this competition?
6. How do you recommend the Collegiate ECHO Competition be integrated in a marketing course? Which course? Why?

WHY COME TO THIS SESSION?

Experiential learning is a proven method for helping marketing students grasp the fundamental knowledge base and skill sets required as they enter the work world. The Collegiate ECHO Competition not only provides students and faculty with a real world business problem that must be solved, it also introduces them to resources like the DMA and the DMEF. The networking opportunities with direct marketing professionals have helped many of our students find entry level career opportunities as well.

Regardless of how it may be stated, an element of the mission statement for marketing educators is to help prepare students for the work world. The ECHO competition continues to demonstrate its ability to help us fulfill that mission. Let us share with you how we do it so you can do it too.

THE PANELISTS

Carol Scovotti is an Associate Professor and Arno Kleimenhagen Chair in Marketing in the College of Business & Economics at University of Wisconsin-Whitewater, and has served as faculty advisor for student groups winning three undergraduate Collegiate ECHO awards. She can be reached at scovottc@uww.edu.

Lisa D. Spiller is a Professor of Marketing in the Joseph W. Luter, III College of Business & Leadership at Christopher Newport University, and is the recipient of the Direct Marketing Educators Award as well as faculty advisor to four undergraduate Collegiate ECHO winners. She can be reached at lspiller@cnu.edu.

Denny E. McCorkle is a Professor of Marketing at the University of Northern Colorado, and is a recipient of the Direct Marketing Educators Award, Distinguished Teaching Award, and faculty advisor of eight undergraduate Collegiate ECHO winners. He can be reached at Denny.McCorkle@unco.edu.

Harvey Markowitz is a Clinical Professor in the Lubin Graduate School of Business at Pace University, and served as faculty advisor to 11 graduate Collegiate ECHO winners. He can be reached at hmarkowitz@pace.edu.

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