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## Introduction to Special Issue, Innovations in Teaching

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The second special issue of the Atlantic Marketing Journal on innovative teaching includes twelve dynamic articles. The focus of the first four is on delivery techniques and they include: *Some Experiences Cannot Be had at a Distance: The Importance of Face-to-Face Settings for Building Professional Networking Skills* by Kendra Harris and Jacqueline A. Williams; *Using Technology to Engage and Improve Millennial Students' Presentation Performance* by Michael Rodriguez, Haya Ajjan and Honeycutt; *The Relationships Among Student Learning Styles, Course Delivery Method, and Course Outcomes: A Quasi-Experiment Investigating the Case Method of Course Delivery* by Daniel J. Goebel and Michael A. Humphreys; and *Successfully Supersizing Marketing Instruction: A Comparison Study of Instructional Delivery Modes For Principles of Marketing to Mega-Class Sizes* by Carolyn A. Massiah, Rebeca Perren and Ronald E. Michaels.

Learning enhancement strategies are the emphasis of the next five manuscripts. Two concentrate on teaching approaches and include, *Teaching a Blended Supply Chain Management Course to Marketing Majors* by Ahren Johnston and John Kent, and *Teaching Dynamic Competition in Marketing* by Shelby D. Hunt and Sreedhar Madhavaram. Experiential learning is the basis for two of the innovative articles and consist of *Experiential Learning in Second Life: A Simulation in Retail Management* by Christy Ashley, Sharon Kibbe and Susan Thornton and *Sixty-Seven Students, One Baseball Park and Eight Hundred Fans: Experiential Learning in Marketing* authored by Dennis Bristow, Garth Harris, Rajesh Gulati and Kenneth Schneider. The final article with a learning prominence takes a global perspective, *Service Learning across Disciplines and Countries* written by M. Meral Anitsa, Ismet Anitsal, Bonita Barger and Ismail Fidan.

Curriculum development is highlighted in the final three articles of the special issue. Teaching innovations for the classroom are the foundation of two articles, *Sequential Course Integration Strategy for Client-Based Project Success* by Dora E. Bock and E. James Randall and *Electronic Reverse Auctions (e-RAs): Professional Selling and Purchasing Students' Reflections e-sourcing Principles* by Jacqueline A. Williams and Kathryn Dobie. The final contribution, *Innovating the Marketing Curriculum: Establishing an Academic Major in Internet Marketing* by Betty J. Parker, embraces marketplace demands through an innovative program of study.

I hope you enjoy these exciting concepts and ideas and are able to incorporate some of the author's techniques and strategies into teaching your marketing courses.

Deborah H. Lester  
Special Issue Editor