

Project Title: The Impact of Learning Styles and Course Delivery Method on Learning Outcomes: A Quasi-Experiment Investigating the Case Method of Course Delivery

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Project Status

The status of our project is that the data are in and entered into a data base and preliminary results have been investigated. In addition, these results were presented at the recent Partnerships for Teaching and Learning: A Campus Symposium conference held on January 7 at the Chateau. Since presenting the research at the symposium, a paper has been prepared and submitted for consideration to the Summer 2004 American Marketing Association (AMA) Educators' Conference. The summer AMA conference is the premier conference for marketing educators. Papers submitted to the conference undergo a double-blind review process and competition for gaining an acceptance at this conference typically is keen. Upon learning of the of the paper's disposition with respect to the conference, we will incorporate suggestions provided by the conference reviewers into a final manuscript that will be submitted to the *Journal of Marketing Education* this summer. Subsequent to journal submission this summer, we will continue to explore additional relationships among the data and pursue future publication opportunities.