

Georgia Southern University

Digital Commons@Georgia Southern

---

Association of Marketing Theory and Practice  
Proceedings 2017

Association of Marketing Theory and Practice  
Proceedings

---

2017

## Internationalizing U.S. Master's Universities: Emerging Opportunities for Marketing Faculty

Lynn W. McGee

*University of South Carolina Beaufort*

Inga Poetzl

*German-American Fulbright Commission*

Follow this and additional works at: [https://digitalcommons.georgiasouthern.edu/amtp-proceedings\\_2017](https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2017)



Part of the [Marketing Commons](#)

---

### Recommended Citation

McGee, Lynn W. and Poetzl, Inga, "Internationalizing U.S. Master's Universities: Emerging Opportunities for Marketing Faculty" (2017). *Association of Marketing Theory and Practice Proceedings 2017*. 40. [https://digitalcommons.georgiasouthern.edu/amtp-proceedings\\_2017/40](https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2017/40)

This conference proceeding is brought to you for free and open access by the Association of Marketing Theory and Practice Proceedings at Digital Commons@Georgia Southern. It has been accepted for inclusion in Association of Marketing Theory and Practice Proceedings 2017 by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact [digitalcommons@georgiasouthern.edu](mailto:digitalcommons@georgiasouthern.edu).

# **Internationalizing U.S. Master's Universities: Emerging Opportunities for Marketing Faculty**

**Lynn W. McGee, Ph.D.**

*University of South Carolina Beaufort*

**Inga Poetzl**

*German-American Fulbright Commission*

## **ABSTRACT**

One of the faster growing sectors of higher education in the US over the past three decades has been the master's university. Another fundamental trend over this period has been the consistent increase in expectations of students, parents and business employers that international experiences and competencies become part of the curriculum at the undergraduate level.

Opportunities for marketing faculty from master's universities to add international perspectives to marketing courses have expanded over the past decade. The growth and re-shaping of faculty grant programs such as the Rockefeller, Rotary and Fulbright grants reflect this opportunity. In particular, the U.S. Fulbright Commission and the bi-national Fulbright commissions have enhanced international opportunities for master's university faculty, making them flexible and, thereby more accessible to faculty at institutions with significant teaching loads.

In the last decade, traditional student scholarship programs as well as newer programs like the Gilman Scholarship, have focused on increasing international study among minority students, both on the part of traditional student international scholarship funders as well as the Gilman Scholarship program. Regional master's institutions typically serve more diverse student bodies.

Taken together, these trends argue for a review of the opportunities for internationalization in regional master's campuses across the US. The increasing global mobility required of business graduates, the critical role of faculty in guiding students toward greater intercultural competence, and the development of more flexible grants, offers marketing faculty seeking to deepen the international focus of their courses a more powerful way forward.

This paper reviews data supporting these trends—and examines the types of grants now offered by the German Fulbright Commission as an example of this expanding interest in flexibility, master's level universities, and minority students.

## **ABOUT THE AUTHORS**

Lynn W. McGee, Ph.D., vice chancellor for advancement and external relations at the University of South Carolina Beaufort, completed her Ph.D. in Business at Indiana University Bloomington. She has served as a marketing faculty member and administrator in Georgia, Indiana and South Carolina as well working in marketing and sales management with two global corporations. Her interest in international exchange developed through a Rotary Summer Scholarship, a three-year

stint as an expatriate family in Yorkshire, UK, and her four sons engagement in service and learning opportunities in Europe, Africa, and Asia. Dr. McGee participated in the Fulbright Germany International Education Administrators Seminar in the fall of 2016.

Inga Poetzl, M.A. has served as a German-American Fulbright Commission staff member for over a decade. She is responsible for planning and implementing educational programs for teachers and university administrators. Inga completed a Master's degree in American Studies and Cultural Studies at Leipzig University. Her study abroad experience at SUNY Binghamton culminated in a comparative analysis of German and American writers' portrayal of the "New Woman" 1920 – 1940 that deepened her interest in juxtaposing literary and historical movements in both countries. Ms. Poetzl enjoys travelling to the U.S. to visit family and friends.

