

# Table of Contents

## International Journal of Technology and Educational Marketing

Volume 7 • Issue 1 • January-June-2017 • ISSN: 2155-5605 • eISSN: 2155-5613

*An official publication of the Information Resources Management Association*

### Research Articles

- 1      **International Students' Perceptions of Services and Supports Provided: A Case Study of a Mid-Sized University in the USA**  
Henry Wai Leong Ho, Ferris State University, Big Rapids, MI, USA
- 15     **Differential Effects of Marketing Messages in Online Advertising for an MBA Program**  
Michael L. Harris, School of Business, Indiana University Southeast, New Albany, IN, USA  
Carolyn Findley Musgrove, School of Business, Indiana University Southeast, New Albany, IN, USA  
Kathryn W. Ernstberger, School of Business, Indiana University Southeast, New Albany, IN, USA  
K. Christopher Cox, School of Business, Indiana University Southeast, New Albany, IN, USA  
Pilsik Choi, School of Business, Indiana University Southeast, New Albany, IN, USA
- 26     **Keeping Adult Education in the Mix: Using the Marketing Mix to Foster Viable and Sustainable Graduate Programs for Adult Learners**  
Josie L. Andrews, Troy University, Montgomery, AL, USA  
Jonathan E. Taylor, Troy University, Montgomery, AL, USA
- 38     **Imperatives in Leading Institutions of Higher Learning: Focus B-School**  
Neeta Baporikar, Namibia University of Science and Technology, Windhoek, Namibia & University of Pune, Pune, India

### Book Review

- 52     **Excellence vs. Equality: Can Society Achieve Both Goals?**  
Linda Noble, School of Education, Brooklyn College, New York City, NY, USA

### COPYRIGHT

The **International Journal of Technology and Educational Marketing (IJTEM)** (ISSN 2155-5605; eISSN 2155-5613), Copyright © 2017 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The *International Journal of Technology and Educational Marketing* is indexed or listed in the following: Bacon's Media Directory; Cabell's Directories; DBLP; Google Scholar; INSPEC; JournalTOCs; MediaFinder; ProQuest Advanced Technologies & Aerospace Journals; ProQuest Computer Science Journals; ProQuest Illustrata: Technology; ProQuest SciTech Journals; ProQuest Technology Journals; The Standard Periodical Directory; Ulrich's Periodicals Directory