



Memorable Teaching Moments

Author webinar series
2023-24

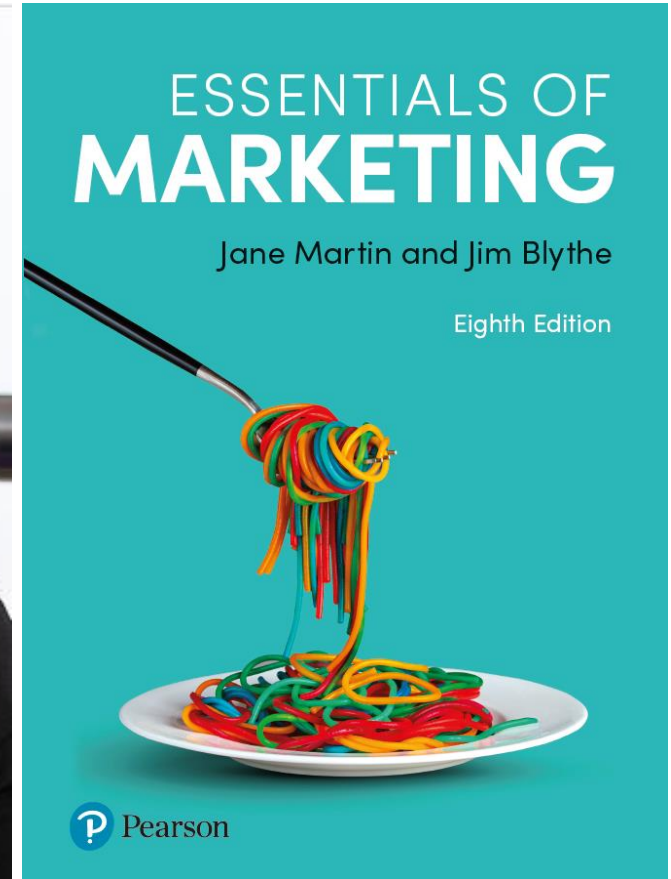


Teaching Marketing: Rising to the Challenges of the Changing Classroom

Jane Martin

Jane Martin

Senior Lecturer in Marketing
Marketing Programme Leader
Chester Business School
University of Chester



About me

- Marketing Lecturer for 27 years
- Undergraduate and Postgraduate
- Range of subjects including- Marketing Principles, Consumer Behaviour, International Marketing, Marketing Strategy
- Involvement in Quality Assurance
- Student retention and attainment projects
- Taught in China as part of undergraduate programme
- Background in B2B Marketing



The book – key features

- Kept it simple!
- Short sections
- Critical thinking
- Current issues
- Case studies
 - Current
 - Range of industries and target audiences
 - Straightforward, practical questions
 - Application of theory and concepts
- Ethical thinking
- Chapter questions – Understanding the basics
- Deeper thinking
- Action Learning
- Further reading

ESSENTIALS OF MARKETING

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The book – supplementary materials

- Slides that relate to all themes in each chapter!
- Instructor's manual
 - Class exercise
 - Essay title
 - Practical project
 - Case study answers
 - Answers to the chapter questions (Understanding the basics), Deeper Thinking sections and pointers for the Action Learning tasks
- Self-assessment questions

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The changing student cohort—observations

Internal factors

- Reduced engagement
- Shorter attention span
- Reluctance to interact in class
- Reduced attendance
- Change in priorities
- Lack of pre- and post-class preparation/limited reading
- Focus on assessment rather than learning!

External factors

- More students having to work
- Increase in mental health issues
- Need for much more support both in and out of the classroom environment
- Massive growth in international student cohorts
- Reliance on AI

Thoughts on student engagement – in class

- Break it up
 - Short sharp sections
- Large lectures
 - Don't be afraid to let them do the thinking – you don't need to do it all!
 - Don't try to cover everything!
 - Pose questions - give them a minute to think about those questions/discuss with each other
 - Short activities which relate to the topic – show a model and give them a few minutes to discuss with each other
 - Use on-line response tools – Padlet, Vevox, Kahoot or similar
 - Get them to stand up/sit down in response to questions – it refreshes them!



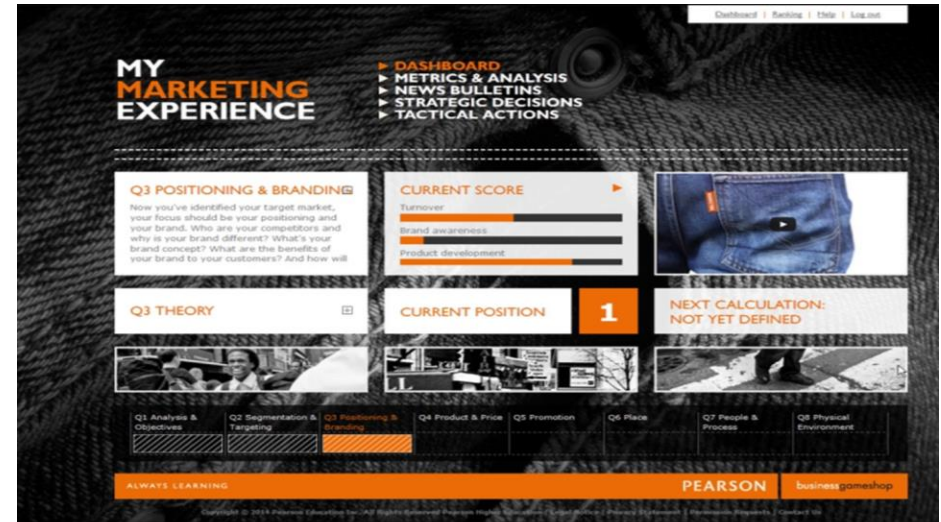
Thoughts on student engagement – in class(cont)

- Think critically or think ethically questions from Essentials of Marketing
- Short Youtube clips
- Mini cases and questions (again short Youtube clips are great for this)
- Incorporate assessment into the class sessions – a great way to get students focused!
- Use a range of examples beyond the large multinationals – public sector, private sector, small businesses and use student experiences!



Thoughts on student engagement – in class (cont)

- Simulations - MMX
- Guest speakers
- Live cases/scenarios
- Field trips
- Flip-charts/paper/workbooks/poster presentations
- Be prepared for no preparation!
- Preparation – limit to short cases, student activities



AI a positive force in the classroom?

- Don't fear it
- Use AI in a positive way
- Get students to critique the benefits and challenges of AI.
 - Students can usually see the problems!
 - This may encourage students to avoid using AI in assessments
- Persona exercise – a great way to show students the value and the limitations!



AI in assessment – how to avoid it!

- Avoid generic questions
- Simulations (e.g MMX)
 - Reflections on the process
 - Tools within the simulation
- Guest speakers
 - Focus an assessment on guest speaker content (topics and themes)



AI in assessment – how to avoid it! (cont)

- Live cases
- Use small companies rather than focusing on the large organisations!
- Field trips
 - Project related to the marketing challenges of the venue
- Practical activities
 - Pitches
 - Creating content for a company
 - Producing blogs



International students

- Get to know your students
 - In large classes, be fully aware of the range of nationalities
 - You are then able to make more informed choices about content and suitability
- ‘Cultural sharing’ activity
- Ask them to share their experiences
- Get the students to apply their own knowledge to marketing principles
- Ask them about marketing/brands in their home country
- Don’t be afraid to tackle sensitive issues
 - make it clear from the start that we will be covering a range of issues in the class!



In conclusion - Listen to your students!

- What do they want?
- Observe them when you are in class
 - Are they bored?
 - What is getting their attention?
- How do you feel?
 - If you are bored, they might be too!
 - Don't assume – students take in information in very different ways!
 - Gauge the room – if it's not working don't be afraid to do something different
- Use a range of activities/tools
- Tailor the sessions to each group
- Mid-term evaluations



Thank you for listening



Any questions