

THE NEW ART AND SCIENCE OF MARKETING

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TEACHING THE NEW ART AND SCIENCE OF MARKETING proposes a more pragmatic design for teaching college introductory marketing courses. It suggests three areas: 1) More intensive drill in writing and reading skills, 2) Not only a theory, but a SKILLS-oriented textbook, 3) Utilizing video recording and actual marketing campaigns to test the marketing theory being taught.

The author considers the memo writing, which he introduced as a pedagogical device, an integral part of effectively teaching the skills and theory in the NEW ART AND SCIENCE OF MARKETING. The student's innate (although slumbering) symbolic skills can be awakened through the weekly assigned memos in addition to setting the learning. The student learns that reading and writing are BASIC MARKETING SKILLS rather than tools that he/she need not emphasize.

After being unable to find any marketing textbook which adequately challenged the student to acquire the pragmatic skills to apply the theory being presented, the author wrote his own handouts. To adequately teach the new art and science of marketing and produce dollar results requires specific training in the skills and theory now preached but seldom practiced.

Videotaping of guest experts as well as the students themselves offers an opportunity for careful analysis of the "art" of delivering and projecting ideas as well as its formal, theoretical transmission. For example, the typical consumer, suffering from media overload, requires a much more sensitive and sophisticated selling technique than the traditional "hard sell" style which is rapidly disappearing.

The author has found that this pragmatic, skills-oriented approach is more effective in challenging students and producing concrete results. Students report a growth in confidence, awareness, and applying the ideas and skills being taught. Administrators welcome the increased activity and revenue generated by marketing campaigns designed to promote blood drives, sell tickets to dance concerts, or other suitable, non-profit purposes.