

## **EXPLORING THE USE OF BLOGS IN THE MARKETING AND BUSINESS CLASSROOM**

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### **Abstract**

The use of blogs in business and higher education is increasing, yet little is written about using blogs in marketing or business education. The authors review the literature about using blogs in higher education and explain why they are important for marketing and business education. From the experience of the authors, blogs are beneficial for several reasons, including: (1) as individual assignments blogs provide the students a break from the overload of team projects/assignments, (2) it can require students to reflect and write about what they are learning in a course, (3) communication skills are improved as students are writing for the professor, other students in class, and any others from the world wide web, and (4) students develop personal branding and social media marketing skills that are potentially transferrable to a future job or career.

An author's pedagogical experiences in using blogs in an e-Marketing course and with a study abroad program are described and the qualitative feedback from the student participants was gathered. The feedback results indicate that the blog assignments were fun and highly recommended for continue use in future semesters and study abroad programs. A majority of the e-marketing students indicated they would have liked to see the blog project expanded and worth additional points.

Along with a detailed pedagogical explanation for implementing a blog assignment in a marketing course or study abroad program, the authors provide additional suggestions for improvement. These suggestions include: (1) provide more guidance for set-up to reduce potential technical problems, and (2) expand the assignment to require monetization with use of Google AdSense and measurement with use of Google Analytics. The authors also offer suggestions as to other marketing courses where a blog assignment/project would be beneficial and recommendations for future research.

References available upon request