

PRINCIPLES OF MARKETING: COURSE DESIGN AND SUCCESSFUL PRACTICE IN SMALL, MID-SIZE AND LARGE PROGRAMS

Catherine T. Atwong, California State University, Fullerton
Mark Young, Winona State University
Stephen K. Koernig, DePaul University
Irene Lange, California State University, Fullerton
Olga Di Franco, California State University, Fullerton
Christopher T. Kondo, California State University, Fullerton
Brett Carlyle, California State University, Fullerton

Introduction to Panel Presentations

Marketing educators face different challenges in teaching Principles of Marketing due to varying program sizes and accreditation objectives. As a result, we develop different approaches (“best practices”) in teaching the Principles of Marketing that are original and adaptive to our institutional needs and resources.

Current developments in the industry challenge us to create new visions of what we teach. Rapid proliferation of technology entices us to new possibilities of how we teach. Our collective experience taught us a lot about whom we teach and how they learn. We hope this special session offers the audience useful ideas and insights, and inspires more marketing educators to share their ideas in future conferences.

Session Chair

Catherine T. Atwong organizes a panel of distinguished marketing educators representing public and private institutions with large to small scale marketing programs. The speakers share their experiences of some innovative designs and practices of teaching Principles of Marketing.

Speaker Focus

At Winona State University, the Principles of Marketing adopts a hybrid class format in which faculty team practice collaborative teaching (team teaching) to serve a relatively small enrollment of about 150 students per semester. Every week, students meet instructor in small group discussions, attend optional lectures on industry practices, complete online assignments and take quizzes. Mark Young will share his experience with and student performance of this innovative design.

At DePaul University, the largest private university between the East and West coasts, Principles of Marketing is taught in a quarter system. Stephen Koernig will share how his faculty team create a fun learning experience, make the topic interesting, give weekly assignments to engage students, and use group projects, individual papers, and quizzes.

Irene Lange chairs the largest marketing program in the west coast. Over 1500 students takes Principles of Marketing every semester. To ensure the quality of student learning experiences, she designs a system where a coordinator leads as many as 10 instructors to use the same textbook, interactive online resources, and grading policy. She shares her experience in maintaining program quality and implementing assessment for AACSB expectations.

Olga Di Franco shares her experience teaching the Principles of Marketing in CSU, Fullerton using a proprietary collection of 80 short videos of marketing concepts, in conjunction with the Cengage Learning System.

Chris T. Kondo shares his successful experience in engaging students in a large size class of Principles of Marketing with a web-based student response system called “Top Hat.”

As a student in the Principles of Marketing class at CSU, Fullerton, Brett Carlyle comments on his first-hand learning experience with the innovative class design and instructional practice at CSU, Fullerton. He will reveal his wish list of great learning experiences.