

## **CLASSROOM MANAGEMENT**

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### **ABSTRACT**

This session is about creating an effective classroom environment through including student demonstration of important values and effective work-related behaviors as integral course objectives. These behaviors are essential long-term life skills in business/organizational environments.

Classroom management (discipline) is put in the broader context of character formation. Virtuous, effective workplace behaviors include the kinds of effective classroom behavior that reduce classroom management/discipline problems. Student-student and student-instructor interactions are both areas where such disruptive behaviors reduce the effectiveness of the learning experience for all students.

The session proposes that integrating the development of effective workplace behaviors is an important element of marketing courses and that it is part of the content – not substitute content requiring the omission of important topics. The session identifies principles and strategies for accomplishing the development of effective behaviors. Case studies and collegial interaction are used to help participants effectively employ the strategies.