

HOW TO REACH COMMUNITY COLLEGE MARKETING STUDENTS: A COMMUNITY COLLEGE FACULTY FORM

Gene Blackmun III, Rio Hondo College
Keith Penhall, Red River College

Purpose

The purpose of this workshop is to bring together faculty facing a diverse learner population, especially those who teach at two-year colleges. We'll focus on our individual challenges at two very different colleges, and invite discussion about how to better meet the needs of our students.

Two-year colleges are challenged with a philosophy of offering an open enrolment process which can lead to a very wide range of learners. These learners may be sequential (direct from high school), learners returning to school after having taken some higher education offerings, or having additional life experiences outside the classroom.

Teaching a rigorous marketing class to students who have little academic preparation can be very frustrating. This workshop will allow the presenters to share some "best practices" for reaching and teaching community college marketing students as well as lead a discussion of workshop participants.

Presentation

Topics for presentation will include:

- Demographic make-up of students at Rio Hondo College and Red River College.
- Supporting demographical information about community college students in general.
- Comparison of Student Support Services available at both Colleges.

Topics for discussion will include:

- How to choose the most appropriate text book? Which text books cater to the needs and level of preparation of community college students?
- What teaching methodologies can be used to engage this unique group of students?
- How can a teacher make-up for preparation deficiencies in teaching community college marketing classes?
- Methods of evaluation – what projects, assignments, and testing are being used.