

Marketing Data Analysis – Let’s Discuss Ways to Enhance Learning

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In most marketing programs students are expected to learn marketing data analysis / inferential statistics. Unfortunately, some students who want to become marketers are either afraid of numbers, convinced they are bad at numbers, or assume they are so smart they don’t need to work for it. All these reasons lead to inadequate learning and discouraged students and professors.

As an instructor in this course over the last few years I have tried several different techniques/actions/philosophies which have made a difference in student learning. I not only have tried different strategies but I have also assessed them. In 2017 I was awarded my university’s course assessment award for the assessments that I have conducted on this course which have led to continuing practices that have resulted in improved student learning.

This proposed session is designed for open sharing with those attending the session. As the leader of the session I will and share tools that I have used to enhance student learning – not to preach but to begin the sharing. Items I have incorporated include: frequent testing, in-class exercises, group in-class work, ‘portfolios’, and growth mindset. Recently I have allowed students to take a 3x5 card of notes when taking exams. I am in the process of analyzing them to see what they can tell me/us about student learning.

I would like this session to be interactive where I can learn as much from the participants as they will learn from me. Depending on the number in attendance discussion will proceed in small groups (which will share out) or as a full discussion group. I will lead the discussion and take notes which will be shared with participants after the session.*

**I have a marketing PhD from the Ivey School of Business at the University of Western Ontario (now called Western University), have been a marketing professor for 16 years: 12 years then twelve as a faculty center director and then academic administration and have been back in the classroom the last four years.