MASTERING MARKETING: USING TECHNOLOGY TO INTEGRATE THE BUSINESS CURRICULUM

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Overview

There are two important trends affecting business education today: (1) Integrating the business curriculum, and (2) Integrating technology into the curriculum. In response to market demands, administrators at business schools are pushing faculty to meet school goals in these two areas. In turn, faculty at most schools are feeling the pressure to demonstrate how they are achieving these goals in their courses. The objective of this session is to demonstrate a technologically innovative CD-ROM-based product series called *Mastering Business* and explain how it addresses these two common concerns among marketing faculty.

Integrated Business Curriculum

Given the departmental structure of most business schools and the specialization of faculty academic backgrounds, efforts to achieve true integration within the curricula have often been met with faculty opposition. Satisfying multi-disciplinary and continuing course teaching commitments with existing faculty is not easy. An easier alternative is to start by demonstrating the integrated nature of business within the core course in each discipline. *Mastering Marketing*, is a technological, interactive, multimedia product that allows this to happen.

Technology Empowers

Given that entering students today have most likely used computers in high school, at home, and at play, it is reasonable they expect to continue learning in a technologically savvy environment. However, some research shows that faculty are often perceived as reluctant to make extensive use of technology in their teaching.

Mastering Marketing matches this environmental trend, resulting in a b-school need, very well. Besides being a technologically innovative product that allows faculty to demonstrate the integration of technology into their teaching, the entire series is built around the challenges faced by a young eBusiness operating in an online retail environment. The focus of the product is on using technology to improve the *learning process* within the traditional classroom as opposed to using technology for distance education.

About Mastering Marketing

Mastering Marketing is an interactive, video-enhanced CD-ROM product that hopes to serve the needs created by the significant market trends identified in the previous section. The product uses the context of a fictional e-Business to help students actively experience the importance of core marketing concepts in facing issues that typically emerge in today's business operation. It makes extensive use of engaging video and interactive exercises to help students clearly see how the theoretical concepts in their marketing textbook apply to realistic business situations.

The essential benefits of *Mastering Marketing* are:

1. **Dynamic**: Allows faculty to show the impact of theory in dealing with today's dynamic e-Business environment
2. **Engaging**: By watching the characters grow in their personal and professional relationships within the organization, students are drawn into the context of the business surrounding Mastering Marketing
3. **Technologically Innovative**: Serves the need for faculty to integrate technology into their courses
4. **Active**: Unlike video cases, Mastering Marketing requires the active involvement of the student. Interactive multi-layered exercises ensure that students progress through the concepts and get continuous feedback on their understanding.
5. **Integrative**: Clearly demonstrates the integrative nature of business. By dealing with realistic business situations, students using the Mastering Marketing CD can see how marketing interacts with the other functional areas to impact the functioning of business.
6. **Links Theory to Practice**: By explicitly tying textbook content to the situations faced by the fictional business within Mastering Marketing, the product clearly shows students how the material covered in their course relates to ongoing business practice. All the content is also created, reviewed and verified by professors.