

MARKETING BRIEFS: CONNECTING MARKETING CONCEPTS WITH REAL LIFE

Igor Makienko, University of Nevada Reno

Elena (Kiryanova) Bernard, University of Portland

Abstract

In this paper we describe an assignment that requires students to identify and reflect on real-world applications of marketing concepts studied in an introductory marketing course. The goals of the assignment are: 1) To add entertainment value by allowing students to choose their own examples based on their knowledge and preferences; 2) To improve student learning of fundamental marketing concepts by engaging them in discussions about their briefs as well as the briefs presented by their peers, and encouraging them to explore the implications of highlighted issues for marketing practice from both consumer and marketer perspectives; 3) To improve the efficiency of student learning by combining two different methods of researching and reporting: verbal and visual; and 4) To engage students in collaborative teaching and learning, where students are both contributing to the course content as well as benefiting from the contributions of their peers. The results of the assessment suggest that the students enjoyed the assignment and broadened their understanding of marketing mix and the effects of environmental factors.