

INTEGRATING SERVICE-LEARNING THROUGHOUT THE UNDERGRADUATE MARKETING CURRICULUM: A CONTINUOUS RELATIONSHIP-ORIENTED APPROACH

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ABSTRACT

Please join a workshop dedicated to service learning and re-shaping the marketing curriculum.

Participants will learn how several marketing professors at a small University in the Pacific North West have incorporated active service learning and client-based projects throughout the undergraduate marketing curriculum including the courses Consumer Behavior, Marketing Research, e-Marketing, Marketing of the Arts, Sustainable Marketing and the marketing concentration concluding course, Marketing Management. This workshop should appeal particularly to professors who are keen to incorporate client-based projects into their teaching.

Universities have been taking initiatives to develop a variety of innovative techniques to improve the learning experience of students. Scholars point out that "(...) the lecture format is not the most effective educational delivery mechanism, particularly in marketing" (Helms, Mayo and Baxter, 2003, p. 18). Instead, active learning methods in which students are empowered to think and learn for themselves are increasingly recommended as an alternative (Johnson, Johnson and Smith, 1991). Literature on education and learning advocates in particular experiential learning (e.g. Gremler et al., 2000; Navarro, 2008; Rosso et al., 2009).

While in the past scholars have discussed service learning in the context for individual courses (e.g. Bove and Davies, 2009; Murphy et al., 2009), this workshop focuses on the integration of client-based projects for the inclusive marketing curriculum. The workshop covers topics such as client recruitment, course structure, benefits for students and community, and design of an integrative marketing curriculum. One of the key challenges is the recruitment of clients that sponsor projects for marketing courses.

The panelists propose to establish a continuous relationship with existing clients and develop a semester-to-semester service learning approach in which clients are engaged for different courses. In

the workshop the panelists share their experiences and examples of conducting service learning across the marketing curriculum.

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