

TEACHING INTERNET MARKETING

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The primary focus of this session panel is to address instructors that are currently or considering, teaching a class surrounding the broad topic of Internet Marketing. Specifically, this session will aim to exchange ideas and insights into strategies about effectively and efficiently teaching these unique, non-traditional type of internet marketing related courses.

Non-traditional courses, like Internet marketing, are becoming a necessity in many business curriculums across the country. It would be beneficial to hear from those professors that have already been through this experience to share their teaching strategies that have worked well as well as those that have not been as successful. This would benefit both those teachers that are currently teaching Internet marketing course(s), those planning to, by providing ideas and insights into how to better teach these unique classes.

We will address ideas from issues surrounding teaching in a computer classroom, teaching on the internet, teaching project courses with real-world clients, benefits of specific research necessary for developing superior web-sites, wide range of ideas about teaching the development of web-sites that have been helpful, explore curriculums, exchange syllabus ideas, etc