

## WELCOME TO THE FUTURE: THE USE OF IPHONE APPS IN MARKETING COURSES

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### ABSTRACT

This special session presents the most used and useful smart phone applications (apps) for marketing courses and discusses the integration of apps in the classroom. Apps can be a tool to reinforce learning outside of the classroom, to present curriculum and to enhance classroom management. This session focuses on Apple apps usable on the iPhone, iPod touch and soon the iPad.

### INTRODUCTION

The professor notices a student seated in the back row, seemingly text messaging. "What are you doing on that iPhone?" asks the professor. "I'm calculating the Gross Margin Return on Inventory Investment on the Pocket Retailer app," replies the student. She explains the app will calculate 12 different retail related equations and also offers a formula dictionary. The professor investigates and asks the student to present the app in a future class, finding and expanding on a teachable moment.

The iPhone alone boasts over 150,000 available apps; education being the fourth most popular category as of February, 2010. With the introduction of the iPad, a surge of app development has occurred. Approximately 25% of apps are offered for free with many as low as .99 cents (Siegler, 2010). Welcome to the revolution of education apps!

### CURRICULUM BASED APPS FOR STUDENTS

There are many apps that students use to facilitate their learning. Students are often required to be current in marketing news. Many free apps such as those from *The Wall Street Journal*, *Adology*, *BusinessWeek*, *Ad Age*, and national news outlets offer instant news updates. [Marketingprofs.com](http://Marketingprofs.com) offers daily feeds from topics ranging from email marketing to small businesses marketing strategy.

Students may be able to access their textbook if it is available on CourseSmart. Students can download eTextbooks and have their text in the palm of their hands and at a lower cost than the hardcopy.

### INTEGRATING APPS INTO THE CURRICULUM

Professors can embrace curriculum-based apps by introducing their content in the classroom. For example, an app called Red Laser is a barcode scanner that will list the availability and prices of the product online from multiple retailers. When presenting a lecture on e-commerce, one can demonstrate the concept by having a student scan their Red Bull can. Soon a discussion ensues and students start scanning their textbooks, water bottles, and notebooks. Classroom engagement can soar!

Many retailers offer apps as a mobile commerce tool. Retailers such as Taco Bell, Walmart, Walgreens, Redbox and others present products and services, often encouraging on-the-spot purchases. Professors can have students compare and contrast apps for their marketing strategy effectiveness. Such an exercise brings real life examples into the class.

Shake and Quote is an app that displays marketing quotes that can be used as a classroom icebreaker. Ogilvy's quote "If it doesn't sell, it isn't creative," can spark the day's discussion and grab the students' attention. If that one does not work, shake the iPhone to display another.

### CLASSROOM MANAGEMENT

Many apps could help a professor be more efficient inside and outside of the classroom. Faculty and students can use Blackboard Learn as a tool to send announcements, check grades and view content.

The Attendance app allows professors to take and keep attendance records. Professors can import CSV files from attendance rosters. Student photos can match attendance records and the function to send absent students an email is available. iTunes U allows professors to upload audio or video recordings of class lectures. What does the future hold? Both students and faculty can lead future app development by embracing apps in the classroom today.

**References Available on Request**