

After teaching marketing for 10 years, I feel I have the basics of classroom management under control. Where I often struggle is keeping myself up-to-date in the marketing world. iGen students are skilled at keeping a pulse on news through many sources especially social media. To help prevent the “Why did you not know that Professor?” call outs from students, I direct the conversation at the beginning of class with the [Teaching Resources for Marketing Educators](#) page on Facebook. The site combines resources from many sources including local news, Washington Post, Harvard Business Review, Adage and many more. Interesting facets on everything from (1) Consumer Behaviors: the percentage of people who think chocolate milk comes from brown cows, to (2) Travel: Marrying a Local for a Day in Amsterdam, (3) Branding: mini brands in the new toy craze and (4) Digital Marketing: North Face using Wikipedia to climb to the top on Google search. The examples are unique and come from all over the world. It has been a great way to open up a classroom discussion. Check it out and see what you can find. I hope this helps you in your classroom engagement. – Sarah Fischbach, PhD | Pepperdine University | Marketing Educator Association (MEA) | President
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<https://www.facebook.com/groups/101098060069161/>

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