

Ensure Students Are Learning: Faculty Descriptions of Innovative Teaching Practices

Analyzing Current Topics in Business

Innovative Teaching Practice Description:

In a marketing class, students participate in two research presentation projects, one individually and one in groups. For both projects, students analyze current topics in business that are related to the course content. Students are given class time to prepare both presentations.

The individual project examines ethical issues in marketing; examples of issues include pharmaceuticals, marketing to children, pricing, and consumer data. Based on their research, students create a presentation outline, write an executive summary, and develop a PowerPoint. The project requirements are that the outline is due two weeks prior to the presentation, the presentation length is two–four minutes, and references are in MLA format. The instructor grades based on the clarity of the ethical issues and possible outcomes presented, how much research has been completed, the breadth of coverage, and the extent to which the presentation communication is clear and effective.

The group project is a segmented marketing analysis that can address market areas such as holidays, military, lifestyle, sports, and others. Students are randomly assigned to groups of two or three. Similar to the individual project, the team creates a presentation outline, writes an executive summary, and creates a PowerPoint presentation. The project requirements are that the outline is due two weeks prior to the presentation, references are in MLA format, and students complete an individual and a group evaluation.