

Guest Speakers and Field Trips: Bringing the Business Sector into Your Classroom

Discipline Area

- Marketing Education

Key Learning Objectives

- Pre-planning steps to set up your guest speakers and industry field trips
- Preparing your guest speakers to discuss using technology and marketing to solve key business issues.
- Implementing discussion-based learning
- Designing real-world problem-solving exercises
- Teaching technique: Integrating guest speakers, field trips and guest speaker review/discussion groups with student marketing term projects directed at community businesses.

Overview

This workshop will explore the planning and implementation of guest speakers and effective field trips into your curriculum, and how they can integrate with your student projects. It will review the steps necessary to organize and successfully implement a series of guest speakers, field trips, discussion groups and problem-solving techniques that will enable your the students to complete and successfully implement a marketing term project for a “real business.”

The workshop will also examine of the use of student discussion groups, typically initiated after each industry field trip or guest speakers across small individual groups of students. These discussion groups are intended to clarify, extend and discuss the content presented through the guest speaker or field trip, with an emphasis on highlighting key points that can be included in subsequent student review assignments.

Classroom initiatives based around real-world businesses present numerous interesting challenges to students, ranging from learning new perspectives to applying their own critical thinking skills to current management and marketing practices. Moreover, your course will gain the benefit of heightened interest and attendance by students at guest speaker talks, field trips and discussion groups. Perhaps most importantly, these techniques can change student performance outcomes, in areas ranging from problem-solving skills to review writing abilities.

Led by a marketing professor and former corporate executive who has successfully implemented this approach in partnership with numerous major East Coast retailers, this session will help you make your own course more interesting and relevant to current marketing practices, while exploring pedagogical techniques that help your students draw out and clarify pertinent issues, question 'knowledge' as presented and to explore different viewpoints as they learn first-hand the current state of retail marketing.