University of Akron
Professional Workshop Series

Department of Marketing
Workshop Instructor Guidelines
Please Consider Becoming an Instructor!!
Objectives

➢ Expose students to cutting edge marketing practices.
Objectives

- Bridge the gap between academia and practice.
Objectives

- Expose students to a broader range of perspectives
Benefits to Students

- Exposure to business community
- Gain multiple perspectives on topics
- Drill down deeper than more general courses
Benefits to Instructors

- Automatic “Associate” status at the Taylor, Suarez or Fisher institute
- Recruiting students for full time positions
- Networking through the institute events
- Contribute to the development of young talent
- Contribute to the economic future of our community/region
- There is no better way to master material than to teach it.
- Stipend from the University
Extra Benefit to Instructors

- Opportunity to create 90 -120 minute version of course to deliver to local area business executives.

- The Taylor Institute will host and promote your seminar event and post-event networking opportunity.

- The Taylor Institute will film and upload your seminar to a dedicated site for replay to any interested party.
The Workshop Plan

Designed to minimize your time commitment for......

- Course Preparation
- Class time
- Student evaluation

Yet provide a highly meaningful experience for students
The Workshop

- One credit: pass/fail
- 12.5 hours of class
- One night per week for five weeks or two Saturdays
- Maximum 15 students per class
Topic Selection Guidelines

1. Does it relate to one of the three concentrations in the marketing program: Marketing Management, Integrated Marketing Communications or Sales Management?

2. Does it address an issue, skill or process that a significant number of students are likely to face?

3. Does the breadth and depth of the subject matter fit into a 1 credit, 12.5 hours of class framework?

4. Are there materials to support the course (text, readings, software, simulations, etc.)?

We will help you answer these questions.
Workshop Format Flexibility

Any combination of the following are acceptable. It is usually prudent to use at least 3 or 4 of the approaches.

- Lecture
- Class discussion led by instructor
- Class discussion led by students (from assignments)
- Guest speakers
- Laboratory analysis (statistics, databases, business software, game simulation)
- Webinar presentations
- Case Analysis
- Role Playing
- Group Exercises
Resources Available to Instructors

- Multimedia classrooms with internet access
- Computer laboratories
- Creative ideation rooms
- Focus group facility
- Digital Video Studio
- Sales role playing facility with two-way mirrors and recording
- Access to most major business publication databases
- SPSS
- Access To Strategie, KnoweldgeBase Marketing and ComScore targeting and media databases
- Administrative support (copying, testing, publisher representatives, etc.)
- Xerox XMPie message customization laboratory (in start-up phase)

* Use of some of these resources must be scheduled and may not be available at all times; the digital video studio may require a fee.
1-2-3 Instructor Sign-Up Process

1. Submit and discuss idea verbally (330-972-8466) or via email (wbaker@uakron.edu) to William Baker, Chair of the Marketing Department.

2. Once approved in concept, develop a tentative syllabus (see template below) to receive final approval from Dr. Baker.

3. The marketing department will schedule the class per your request.
Instructor Credential Requirement

1. Master’s degree related to subject matter

2. 5+ years experience with subject matter in professional environment.

3. Manager status or higher
Syllabus Template

<Insert Title of Workshop>
College of Business Administration
Department of Marketing
Professional Workshop
6600:491

Instructor: <Your Name>
Office Location: <Building and room number>
Telephone: <(###) ###-####>
Email: <Your email address>
Office Hours: <Days and time>
Class Days / Time: <Days and times>
Classroom: <Building and room number>

Course Description
(Insert course workshop description 100 words or less)

Student Learning Objectives
(Insert 1-5 learning objectives. Objectives should address knowledge gained, skills acquired, processes learned and/or critical thinking improvement(s).)

Upon successful completion of this course, students will be able to:
LO1 (insert learning objective 1)
LO2 (insert learning objective 2)
LO3 (insert learning objective 3)
LO4 (insert learning objective 4)

Required Readings/Materials

Textbook
(Insert the complete textbook citation here. Include ISBN and where students can buy this book.)

Other Readings
(Insert the list of any additional readings here)

Other equipment / material requirements (optional)
(Includes as necessary e.g., if students need a VHS tape for recording, obtain specific software to do homework, etc. here.)

Classroom Protocol
(Insert your expectations for participation, attendance, arrival times, behavior, safety, cell phone use, etc. here.)

Workload
(Briefly describe assignments that will be due)
(Briefly describe quizzes and exams)
(Briefly describe a final class project or paper)

List the agenda for the workshop:

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<tr>
<th>Week</th>
<th>Date</th>
<th>Topics, Assignments, Deadlines</th>
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