Professional Workshops in Marketing
Workshop Instructor Guidelines
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 members of the business community
- Explore career options
- Gain multiple perspectives on Marketing topics
- Drill down deeper than more general Marketing topics and coursework areas
Benefits to Instructors

• Ability to recruit students for full-time position and internships for your organization

• Networking through Dept. of Marketing events

• Contribute to the development of emerging marketing talent

• Contribute to the economic development of the Akron and Northeast Ohio

• Provides for further development as a thought leader and provides content for future conferences and seminars

• Stipend from the University of Akron

The University of Akron – College of Business Administration
The Workshop Plan

Designed to Minimize Your Time Commitment for:

- Course Preparation
- Class time
- Student Evaluations

Yet provide a highly meaningful experience for students

The University of Akron – College of Business Administration
Workshop Details

• One Credit: Pass/Fail

• 15 Hours of Class time over two consecutive Saturdays

• Around 25 students per class

• Mostly Junior & Senior Marketing students
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, 15 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 3 or 4 of these approaches:

- Lecture
- Class Discussion led by Instructor
- Class Discussion led by students (from assignments)
- Guest Speakers
- Lab analysis (stats, databases, game simulation)
- Webinar Presentations
- Case Analysis
- Role Playing
- Group Exercises
Resources Available to Instructors

We want to make sure your workshop is a success. These resources are available to all our faculty members:

• Multimedia Classrooms with internet access
• Computer Labs
• Ideation Labs
• Taylor Institute Focus Group facility
• Taylor Institute Video Production Studio
• Access to most major business publication databases
• Department of Marketing administrative support
Easy Instructor Sign-Up Process

1. Submit and discuss the idea verbally or via email with Jacob Farrar, Director of the Taylor Institute.

2. Once approved in concept, develop a tentative workshop abstract and tentative syllabus (available from Jacob Farrar) to receive final approval from the Department of Marketing Chair.

3. Upon approval complete syllabus and class schedule. The Department of Marketing will promote your workshop to students.

4. The Department of Marketing will schedule the class based on available dates.
Instructor Credential Requirements

1. Master’s Degree or Higher related to subject matter

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

3. Manager status or higher

You will be required to submit a current resume and university transcripts as part of the approval process.