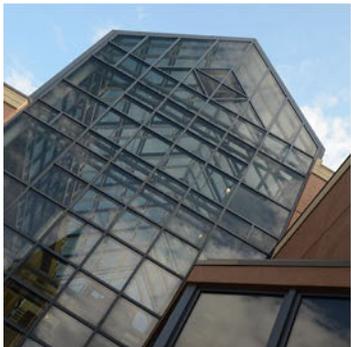


# Professional Workshops in Marketing

## Workshop Instructor Guidelines



The University of Akron  
College of Business Administration

# Objectives

Expose students to cutting edge Marketing practices



source:feedough.com©



# Objectives

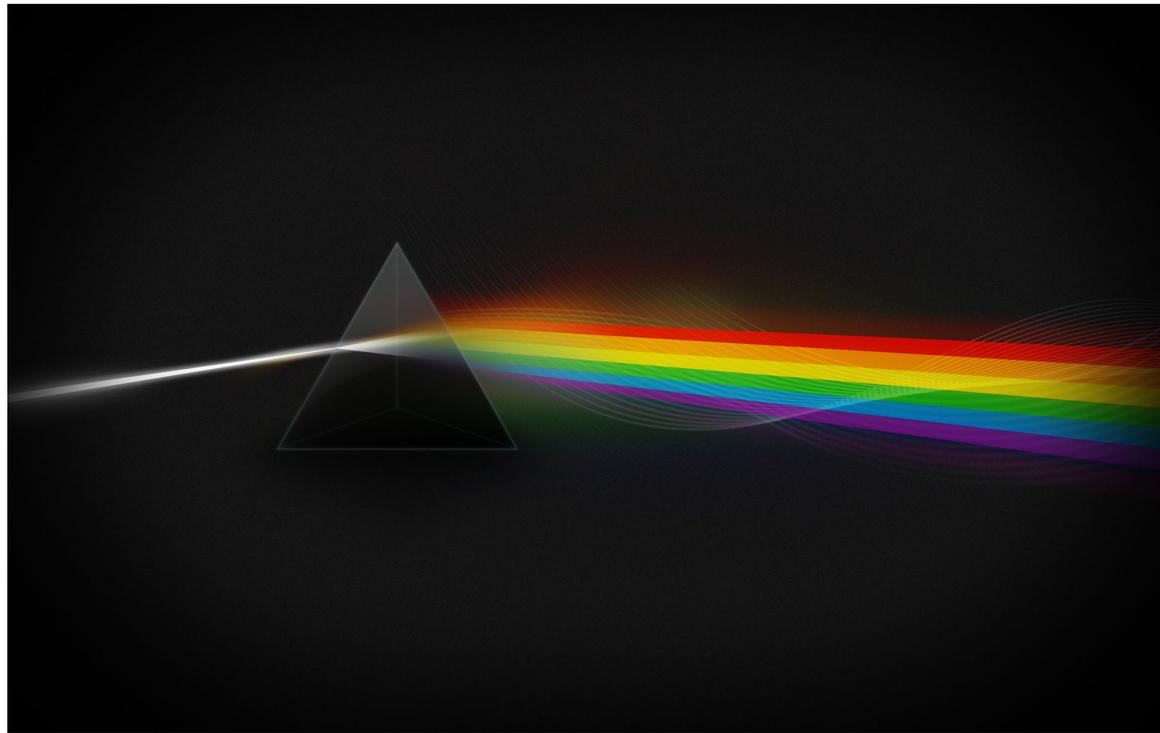
**Bridge the gap between academia and practice**



The University of Akron – College of Business Administration

# 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 you 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 Workshop Plan

**Designed to Minimize Your Time Commitment for:**

- Course Preparation
- Class time
- Student Evaluations



**Yet provide a highly meaningful experience for students**

# 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.**