

Flipped Learning for a MBA Marketing Project



**GEORGIA
SOUTHERN**
UNIVERSITY

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Flipped Learning MBA Project

- MBA Marketing Project
 - Take a topic
 - Make case for why topic important to study
 - Summarize what text says about topic/find gaps
 - Detailed Literature review
 - Managerial implications
 - References (APA style)
- Project 40% of Course Grade

Why I Flipped the Project

- Significant faculty time spent
 - Describing elements/expectation of project
 - Meeting with groups to repeat same project
 - Reviewing drafts that did not reflect requirements
- Student frustration
 - Significant time revising drafts to successfully meet course requirements
 - Student comments suggesting I was just picky

How I Flipped the Project

- Narrated PowerPoint videos saved to YouTube
 - Made PowerPoint
 - Wrote Transcript including PowerPoint outline and my additional comments
 - Within presentation referred to additional videos/outside sources*
- Students reviewed materials at home
- Portion of class time meeting with professor/group
- 6 videos
 - Overview
 - Introduction/APA*
 - Text Summary
 - Doing a Literature Review*
 - Managerial Implications
 - Putting the Project Together/ TurnItIn*
- Students submitted 4 outlines before class
- Reviewed outlines/met with groups in order of submission time

Did Flipping Work?

How Measured

- 1 Minute Paper (Attitudes)
 - Outline Quality
 - Reflective Writing Exercise
 - Final Submission Quality
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- Any Questions?

Results

- Overall attitudes positive
- Strong students loved it
 - Good papers great
- Addressed problem students quicker
 - Fixed weaknesses earlier
- Students utilized videos/transcripts instead of past projects

