

SMA 2016 TEACHING MOMENTS

**Advancing Teaching and Learning
Through Interdisciplinary Collaboration:
*Two Client-Focused, Experiential Case Studies***

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Need for Active Learning

Learning by doing... active learning takes many forms in courses including cases, computer simulations, and client projects

Cost/Benefit challenge... faculty that value “experiential” projects are often challenged by the significant additional time and management requirements.

MAKE THEM JOB READY!



Experiential Projects: The Interdisciplinary Approach

- **Approach:** Implementation of applied interdisciplinary projects combining different fields like **healthcare, personal selling and buying, research, engineering, and product development** (Cooper et al. 2001, O'Hara and Shaffer 1995, and Lunsford and Henshaw 1992, Keller and Otjen 2007)
- **Dearth of resources:** Very few interdisciplinary collaborating teaching and learning efforts have been documented
- **Guidance:** Lack of pedagogical roadmap

Creating the teaching moment

- **Class:** MK443 and AR408 from Fall 2011 to present
- **Students:** 36 Marketing and 12 GD students
- **Interdisciplinary approach:** Combining the students from (Marketing) and Multimedia and Graphics (Art)...forming competing 'agencies'
- **Project:** Student agencies create a 'comprehensive' IMC campaign for a 'live' client



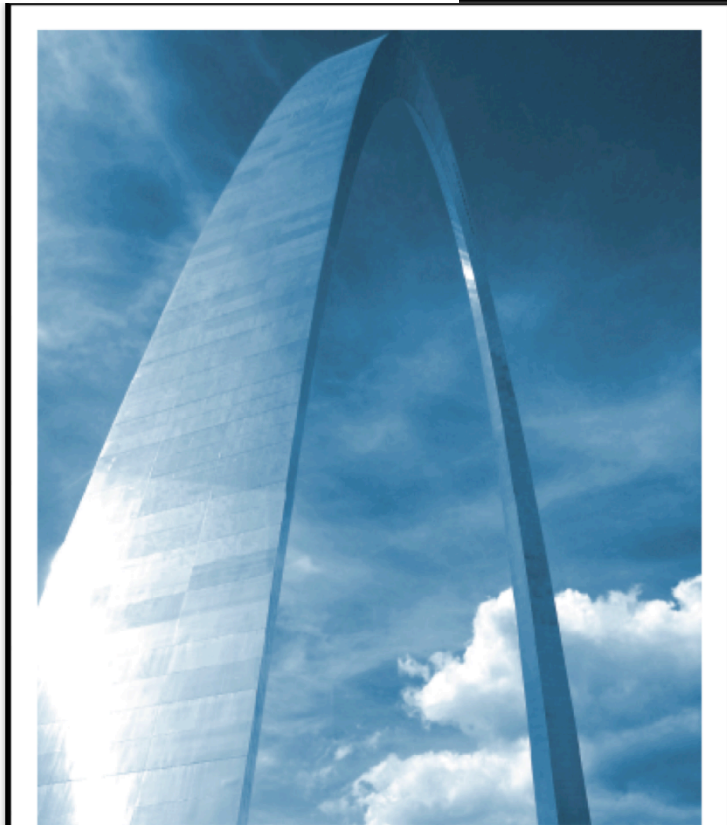
GOALS

1. Simulate 'Agency experience'
2. Connect course work through implementation
3. Broader learning through collaboration
4. Establish external validity and outcomes
5. (WIFM) use project to create relevance for students





REPUBLIC SERVICES



Industrial Commercial Services



We'll handle it from here.

- Dumpster Rental
- Industrial Recycling
- Compactor Rental
- Waste Stream Advisor
- Industry Expertise
- Industrial Waste Pick-Up
- Baler rental
- Universal Waste Pick-Up
- Electronics Recycling
- Special Waste Removal
- Emergency Response Services



4076 Bayless Ave, St. Louis, MO 63125
(314) 631-3400

Republic Services in St. Louis by the Numbers:

Republic Services in St. Louis by the Numbers:

- 200,000 Households Served
- 18,600 Commercial Customers
- 570 Employees
- 99 Natural Gas Powered Vehicles
- 2 Transfer Stations
- 2 Recycling Centers
- 1 Landfill



Our Story

Founded in 1998, Republic Services is a nationwide waste management company headquartered in Phoenix, Arizona. The company services residents and businesses in 40 states, as well as Puerto Rico. Despite the fact that Republic Services is a nationwide company, each office operates as its own local unit. The St. Louis unit services St. Louis and its surrounding areas with a local sales team offering local customer service. The decisions made by the St. Louis unit directly impact the customers of that area.

Republic Services offers both curbside residential trash and recycling services, along with commercial, construction, and industrial trash and recycling services. The company operates two transfer stations, two recycling plants, and one landfill in the St. Louis area. Employing over 20,000 people nationwide, Republic Services is the second largest waste and recycling company in the United States.

Our Mission:

At Republic Services, we aim to provide industry-leading solid waste and environmental services that exceed our customers' highest expectations.

We offer a safe, respectful, and rewarding workplace for our employees as we continue to develop a company dedicated to excellence, environmental responsibility, ethical behavior, and increasing shareholder value.

In the St. Louis area, we offer:

- Curbside residential trash and recycling services
- Commercial, construction, and industrial trash and recycling services
- Demolition waste services
- Special waste pick-up

With our single-stream system, you can place the following items in your recycling container:

- Plastics:**
 - plastic containers – bottles, jugs, jars, and other rigid plastics
 - Food and beverage cartons
- Cans:**
 - Aluminum and metal cans
 - Loose jar lids
 - Metal bottle caps
 - Aluminum foil
- Paper:**
 - Newspaper, magazines, and brochures
 - Cardboard
 - Paper towel rolls
 - Mail and phone books
- Glass:**
 - Glass bottles and jars
 - Glass food containers
 - Glass beverage containers



Please no Bags, Napkins, Styrofoam™, or Food Waste
Everything else can be placed in your trash container.



"We'll Handle It From Here."



The St. Louis Science center proudly supports recycling.

Within the St. Louis area, Republic Services supports and services a number of local events and attractions:

- The Municipal Theater Association of St. Louis (The Muny)
- St. Louis Zoo
- The Edwards Jones Dome
- Grant's Farm
- Missouri Botanical Gardens
- Southern Illinois University Edwardsville
- St. Louis Science Center
- Ted Drewes Frozen Custard

Keep your eye out for the Republic Services logo in and around St. Louis!



For questions or information regarding our services, please visit www.republicservices.com
Download our app "My Resource" to access your account, pay your bill, view your service schedule, and much more!



REPUBLIC SERVICES

TAKE THE SHOT, CHANGE THE GAME

TRASH

RECYCLE

BATHROOM WASTE

- PAPER TOWELS
- TISSUE
- NAPKINS

#6 PLASTIC

- POLYSTYRENE FOAM
- STYROFOAM™

PLASTIC BAGS

- (RETURN TO STORES)

WET WASTE

- LIQUIDS
- PAINT

CERAMICS AND PYREX®

CLOTHING AND SHOES

FOOD WASTE

ELECTRONICS

WOOD

PLASTICS

- #1, #2, #3, #4, #5, AND #7 PLASTIC CONTAINERS
- BOTTLES, JARS, JUGS
- FOOD/BEVERAGE CARTONS

PAPER

- NEWSPAPER, MAGAZINES, BROCHURES
- CORDBOARD
- PAPER TOWEL ROLLS
- MAIL
- PHONE BOOKS

CANS

- ALUMINUM CANS
- METAL CANS
- LOOSE JAR LIDS
- METAL BOTTLE CAPS
- ALUMINUM FOIL

GLASS

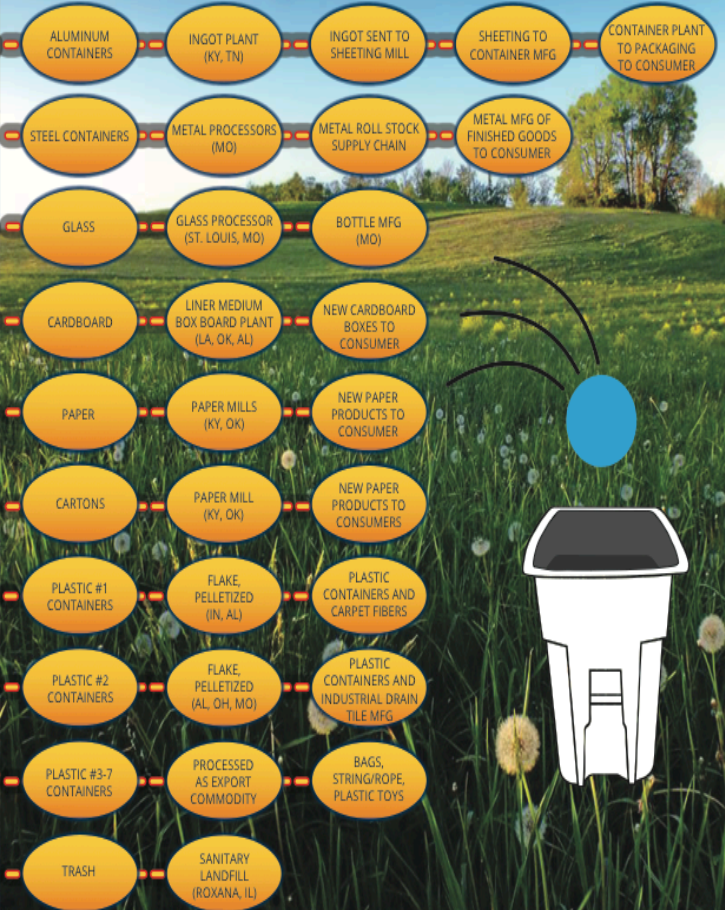
- GLASS BOTTLES AND JARS
- GLASS FOOD CONTAINERS
- GLASS BEVERAGE CONTAINERS



REPUBLIC SERVICES

TAKE THE SHOT, CHANGE THE GAME

SINGLE STREAM SORTING PROCESS

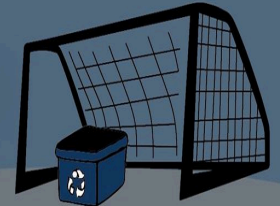


REPUBLIC SERVICES

Learn more at www.republicservices.com

TAKE THE SHOT, CHANGE THE GAME

Did you know that roughly 80% of our trash is recyclable, but in St Louis, we only recycle about 13%?



Results – Multiple Addy Wins



ADDY[®]
THE CREATIVE SPIRIT OF ADVERTISING

Results

- Positive student evaluations
- Client-side implementation
- Portfolio/ employment/ internships
- Interest from other areas i.e. Mass Media



Results (Cont.)

- Departmental monetary support for ADDY initiative
- Client contribution to ADDY entry fees.
- Program visibility



Learnings

- It will never be perfect!
- Give direct student access to clients
- Form teams with team members having different competence
- Scaffolding approach – don't hold hands
- Alternate channels of communication between students other than using the LMS

