

AND THE AWARD GOES TO...
SUSTAINABILITY MARKETING!
**An Innovative Approach to Teaching,
Learning, and Research**



By
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SMA'17, November 10, 2017

LEARNING IS ENHANCED WHEN

- **involve in authentic experiences**
- **actively approach the solution of problems**
- **cooperate with others in the learning process**

STUDENT-PRODUCED VIDEO PROJECTS

- **Problem-solving**
- **Interaction & collaboration among students**
- **Critical thinking**
- **Research and data gathering**
- **Organization and management of teams**
- **Visualization and interpretation of situations & solutions**

SUSTAINABILITY MARKETING

Learning Objectives:

- 1. Communication Skills**
- 2. Ethics**
- 3. Critical Thinking & Problem-Solving**
- 4. Management-Specific**

Grading and Evaluation

Course Grade Distribution:

Final Exam	150 points
Sustainability Marketing Creative Video (Group)	150 points
HW, In-class & Case assignments	80 points
Stockton Goes Green Presentation (Group)	50 points
Library Workshop & Assignment	10 points
Presentation Skills Workshop	10 points

	450 total

SM CREATIVE VIDEO PROJECT

- Short video on a subject covered
- Team (3 students)
- Evaluation: Content, Creativity and Style
- Lab meetings (Learning Camtasia for video editing)
- End of semester short video competition:
 - Watch and award the best videos based on public choice!

Project Assignment Example

Title: _____

Storyboard Sheet # _____

Shot # _____
Description/Dialogue: _____



Shot # _____
Description/Dialogue: _____



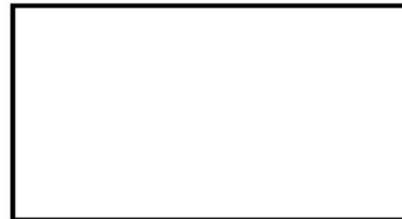
Shot # _____
Description/Dialogue: _____



Shot # _____
Description/Dialogue: _____



Shot # _____
Description/Dialogue: _____



Shot # _____
Description/Dialogue: _____



For success:

- ✓ Allow class time
- ✓ Provide plan
- ✓ Break out the project!



STUDENT FILM FESTIVAL

VOTE FOR YOUR FAVORITE

DECEMBER 7TH

STOCKTON UNIVERSITY

EARN ULTRA CREDIT

11:20 AM - 12:35 PM

MCL 112



The background of the image consists of rich, deep red curtains with a heavy, draped texture. The curtains are pulled back on both sides, revealing gold-colored tassels and decorative knots. The lighting is soft, highlighting the folds and sheen of the fabric.

Sustainability Marketing Short Video Contest

E-Luminate

The Official Newsletter of the Office of E-Learning



Students Shine in Dr. Naz Onel's Sustainability Film Festival

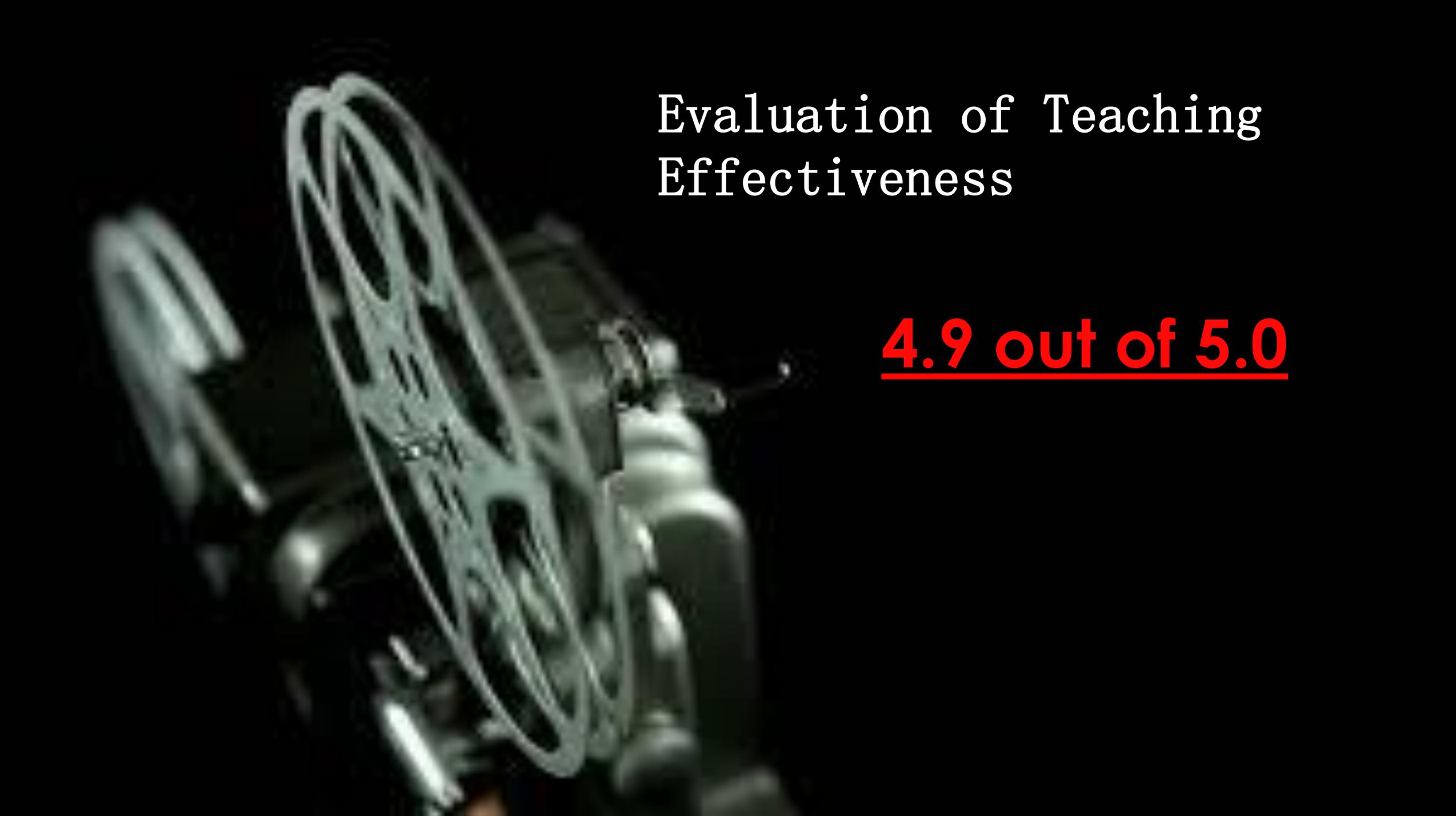
As part of Dr. Naz Onel's, Assistant Professor of Business Studies, Sustainability Marketing course, students directed and created short films to present at the inaugural Sustainability Film Festival. Topics addressed by the student films include water treatment, recycling waste, and retailers of sustainable or renewable products.

As the founder of the film festival, Dr. Onel, provided background information in a recent interview on the film festival's origins. The inspiration for a video-based project, Onel explained, came from a phone discussion with Frank Belz, chair of Corporate Sustainability at the Technical University of Munich. Belz had enjoyed previous success with assigning video work to his students, so Onel decided to trial the idea with her own students at Stockton. When she approached her students with a video project as an alternative to a term paper, her students embraced the concept despite generally having little experience in video production. Additional benefits Onel saw were a sharing of knowledge that would not occur in reports reviewed only by an instructor, and the drawing-out of a competitive edge in students.

As an exercise in experiential learning, Dr. Onel guided her students through the basic steps of creating video content from storyboarding to scripting. During production, E-Learning staff member Tucker Rowlinson provided technical support for students who were unfamiliar with video editing software.



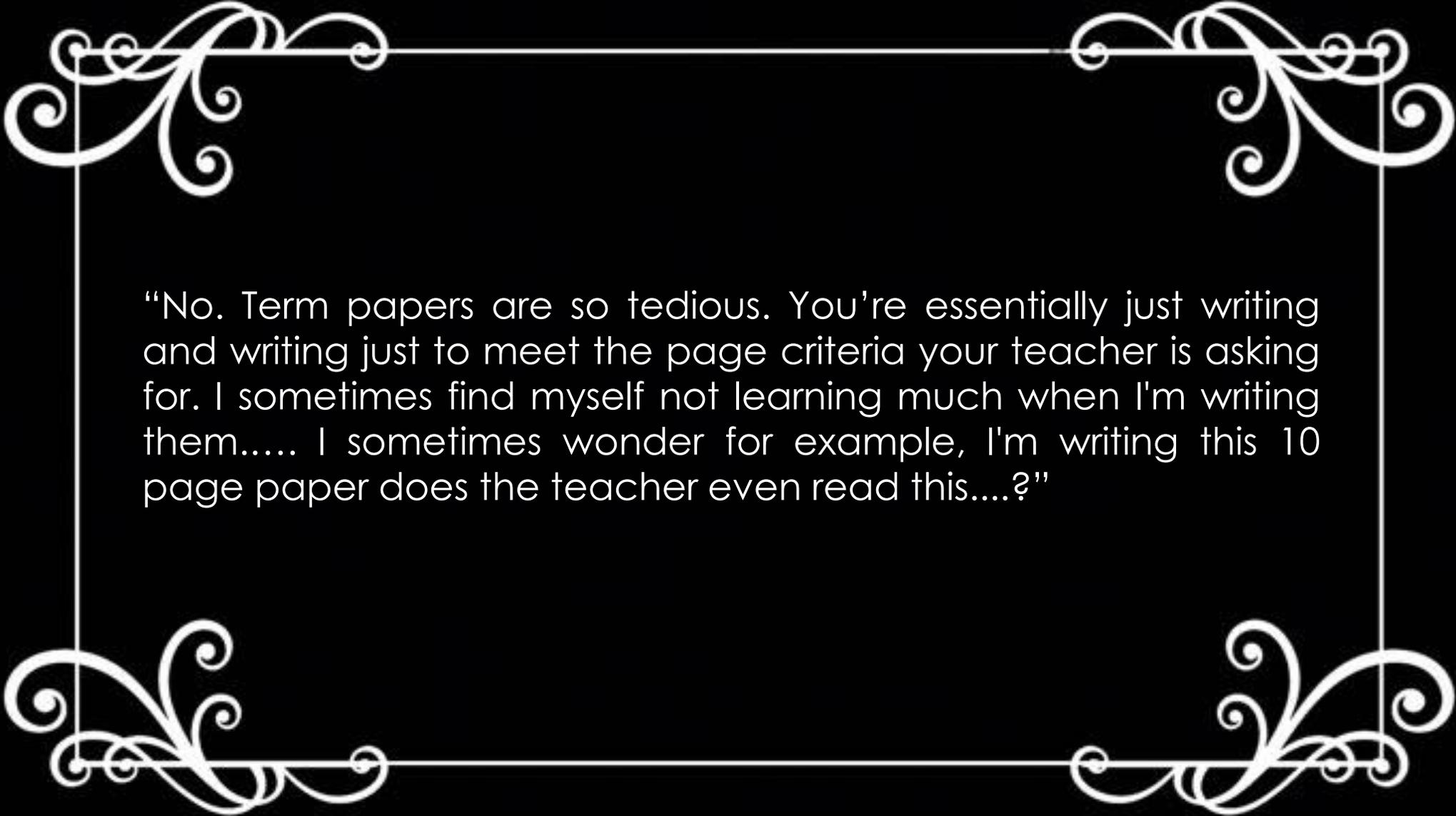
Dr. Naz Onel, Assistant Professor of Business Studies, with the winners of the Sustainability Film Festival for their film titled, "Hello!"



Evaluation of Teaching Effectiveness

4.9 out of 5.0

Would you have preferred to have a term paper instead of a video project?

A decorative white scrollwork border frames the text. The border consists of four ornate, symmetrical scroll designs at the corners, connected by thin horizontal and vertical lines.

“No. Term papers are so tedious. You’re essentially just writing and writing just to meet the page criteria your teacher is asking for. I sometimes find myself not learning much when I’m writing them..... I sometimes wonder for example, I’m writing this 10 page paper does the teacher even read this....?”

Any other comments?

“Teachers need to be more engaged with their students and create fun ways to learn. If the learning process is more enjoyable and engaging I feel a student can retain the information more effectively. Professor Onel touched on this and I am thankful for this type of learning experience.”

Thank You!



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