

SMA Teaching Moment Assignment Ideas to Engage Graduate Students

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Customized Content

- Graduate students tend to enjoy and benefit more from assignments that give them a choice in content.
- Many MBA students are currently full-time employees or entrepreneurs and students. Therefore, they have previous and/or current work experience to reference and a vested interest in the results.
- This customization option allows them to apply what they are learning to their current professional situation and allows them to see real results.



Example: Course Pack



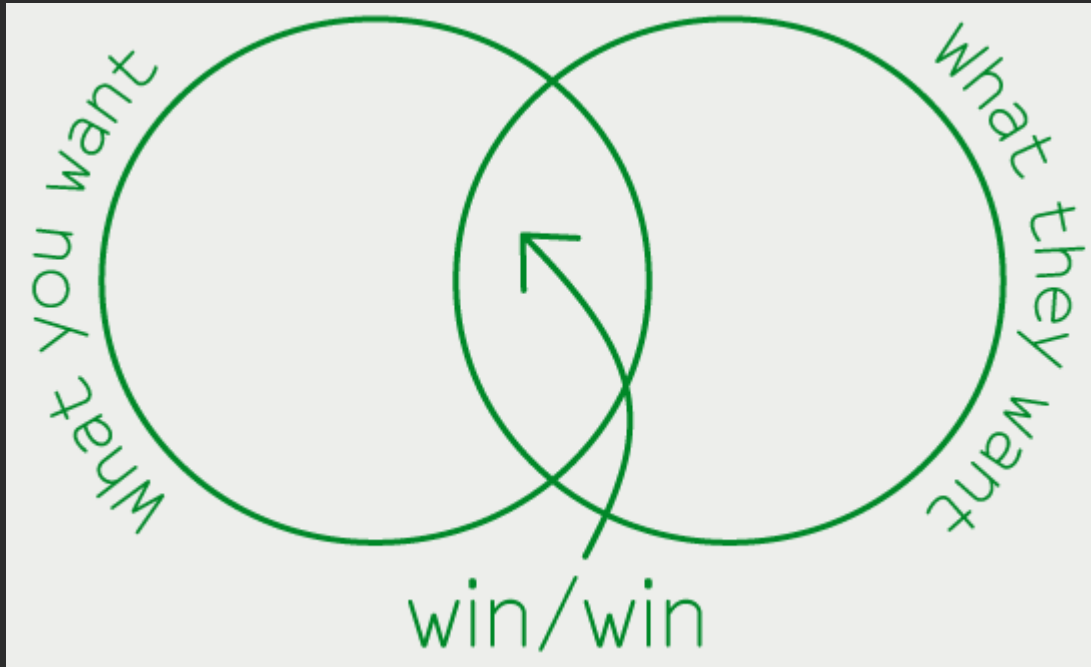
- Create course packs on different topics in marketing such as branding, services, sales, social media, relationship marketing, conscious capitalism, etc.
- Each course pack has several types of assignments such as a book review, article summaries and a customized personal project.
- Let the students choose 3 out of the 5 course packs to complete based on their needs and interests.

Example: Marketer Interview

- Ask the graduate students to interview a marketer.
- Let them choose the marketer and write the questions.
- Include requirements for an introduction with expectations of what they will learn and a conclusion related back to the introduction.
- End with a reflection of how the student can apply what he/she learned to his/her professional and personal life.



Example: Book Reviews and Cases



- Allow the students to choose their own books to review. This will allow them to choose a topic that could help them in their careers.
- Give a variety of case options and allow the students to choose the ones they want to analyze.
- These practices make it more applicable for the student and gives the professor more variety in grading.