

SMA 2015 Teaching Moments

Taking Note of Marketing Concepts
Brian Vander Schee
Aurora University

Principles of Marketing

- Students are completely new to marketing
- Some lack study skills
- Some lack confidence
- Some feel overwhelmed by the classroom experience
- Others are easily distracted

What?

What is Marketing?

Simple Definition: Building and managing profitable customer relationships

Formal Definition: Marketing is the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offers that have value for customers, clients, partners, and society at large.

Marketing is NOT _____ or _____.

Evolution of Marketing

Why?

- Provide Structure
- Give Assurance
- Maintain Focus
- Engage in Learning
- Better Assessment Performance

How?

- Textbook Terms
- Partially Completed Visuals
- Content not included in the textbook
- In-Class Activities
 - Articles, video responses, games

Results? Student Comments

- The class is organized
- The notes provide structure
- Class time goes quickly
- Student handout is specific and easy to follow
- The notes make paying attention easier