

# A MARKETING APPROACH TO TEACHING MARKETING

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- His class was like milk, it was good for 2 weeks.

## I. Importance of teaching

- A. To students (i.e., your customers)
- B. To your department, college, university
- C. To yourself as a professional
- D. To your career development

## II. Situation analysis

- Personal SWOT analysis
- Target market (course) selection

### III. Formulation of (learning) objectives

- A. Information
- B. Inspiration
- C. Transformation

### IV. Setting a strategy

- A. Environmental scanning
- B. Multiattribute model framework

## V. Tactics of implementation

### A. Preparation

1. Lesson plan
2. Content
3. Examples
4. Mindset

### B. Vivid demonstrations

### C. Use of humor

“People do not buy quarter-inch drills; they buy quarter-inch holes.”

--Ted Levitt (1969), *The Marketing Mode*

## VI. Feedback

- A. Attendance/attention/interest
- B. Passive-to-active learning

## VII. Takeaway

- Great teaching is deeply personal. To be a great teacher, you can't copy other great teachers, no matter how inspiring they may be. Great teaching has to come from somewhere deep inside you. It is that authenticity that your students will detect and value.

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- Houston, we have a problem. Space cadet of a teacher, isn't quite attached to earth.