

BUSINESS 100

MARKETING

DEPARTMENT

IDEAS FOR INSPIRING
STUDENTS

I. WHY ARE WE HERE?

- ✻ Many of the topics and suggestions have already been brought up or integrated
- ✻ Repetition is important to learning and understanding
- ✻ How can many of these be improved upon?
- ✻ If we have a better understanding of how humans think and act, we can have a better understanding of how to react and apply

IDEA ONE: EXPLAIN

- ✻ Research shows that many students do poorly on assignments/participation because they don't understand what to do or why they should do it.
- ✻ Perhaps more time can be spent explaining what exactly needs to be done... more on this later...

IDEA TWO: REWARDS

- ✿ Students who lack the motivation to learn can be helped in the form of rewards
- ✿ Various colleges have given books, certificates, lunches, exemptions from final exams, verbal praise, and so on for good performance
- ✿ Extrinsic motivators can, over a brief period of time, produce intrinsic motivation

IDEA THREE: STUDENT PARTICIPATION

- ✿ Many students aren't used to having so much control over the course material and many are lost on how to apply it properly
- ✿ Every group in this class has a role, so every individual within each group should have one as well

IDEA FOUR: SATISFY STUDENTS' NEEDS

- ✻ Basic needs: survival, love, power, fun, and freedom
- ✻ We have such a wide arrange of choices on how this class is allowed to function

IDEA FIVE: MAKE IT VISUAL

- ✻ Throughout history, visualization has played a crucial role in how people understood stories
- ✻ Learning and actually understanding the material can be attained by attaching images we want to convey
- ✻ Drawings, diagrams, charts, graphs, photos, bulleted lists, etc.

IDEA SIX: USING POSITIVE EMOTIONS

- ✿ Strong and lasting memory is connected with the emotional rate and experience of the learner.
- ✿ Emotions can be created by classroom attitudes
- ✿ Being unpredictable can induce excitement/eagerness

IDEA SEVEN: TEAMWORK

- ✻ Humans are gregarious and like being around each other
- ✻ Teamwork is generally well liked
- ✻ Students who teach each other will learn better than if they were learning alone

IDEA EIGHT: FUN, FUN, FUN!

- ✻ Learning experiences should provide as much fun (or at least enjoyment and satisfaction) as possible
- ✻ What learning tasks are boring?
- ✻ Maybe it's a lack of creativity in the approach of learning?

IDEA NINE: ENJOYMENT OF SUCCESS

- ✻ Playing a game provides a constant flow of accomplishments and the enjoyment of those accomplishments
- ✻ Consider: A flow of small but consistent ego rewards
- ✻ Break learning into small packages

II. SO NOW WHAT?

- ✻ Lets be active!
- ✻ Students should be responsible for producing something, rather than just sitting passively, soaking up the lecture
- ✻ Lets be flexible!
- ✻ All games have rules, and many of those rules allow for flexibility. Take advantage of this and become a creative thinker in this class

- ✻ You have the freedom to follow hints, suggestions, and with that you produce a greater desire to perform
- ✻ This results in a better long-term learning experience!
- ✻ Think tangibly by connecting ideas, conclusions, concepts, and set forth with a physical reality.

- ✻ Take the learning outside the classroom. This is crucial in most four year and private institutions. Why can't we apply that here?
- ✻ Most of the learning takes place outside of the classroom
- ✻ You would be surprised how much of what you've learned in this class can be applied elsewhere

CONCLUSION:

- ✿ There's no "absolute" way to get everyone to show up or participate in class
- ✿ Promises of guest speakers or special surprises might peak interest, but is that practical to do for every class?
- ✿ Threatening consequences for poor attendance is a quick and simple solution, but clearly not the best approach
- ✿ Think outside the box and invest some time into this community college course.
- ✿ What could make this class better? Meeting outside of class? Weekly reports from every department? Maybe you have something to teach the class that Mr. Mucci has overlooked
- ✿ Let your voice be heard!