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The Marketing Plan: Using Marketing Plans and Related Resources to Support Experiential Learning in the Classroom

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ABSTRACT

The marketing plan is the cornerstone of every vice president or director of marketing's success. At the core the marketing plan is a one to five year plan of the financial future of the organization, and resources are readily available for marketing plan review and development within the structure of a marketing-related course. Recent employer surveys point to critical thinking, problem-solving, and collaborative team experiences as desirable skills for entry-level hires, and applied experiential projects as a desirable educational practice. This session aims to explore usage of the marketing plan as a means to provide employer-desired skills, support course objectives, enhance assurance of learning, and engage students through faculty best practices in the utilization of marketing plans.

ABOUT THE AUTHORS

Dr. Ronald Dick is an Associate Professor of Sport Marketing at Duquesne University in the School of Business. He was an Assistant Professor in Sport Management at James Madison University and an Associate Professor at the University of New Haven. He has 15 years of experience in the NBA with the Philadelphia 76ers and New Jersey Nets. Dr. Dick was the Assistant Dean for Sport Athletic Programs at Marian College (WI) and Assistant Athletic Director for Ticket Operations at the University of Houston. He has an Ed.D. from Temple University, an MBA from St. Joseph's University, and a B.S. from St. Joseph's University.

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Dr. Audrey Guskey is an Associate Professor of Marketing at Duquesne University. An award-winning member of the faculty, her teaching and research focus on on consumer behavior and services marketing. Dr. Guskey is also considered to be one of the nation's top consumer experts, having appeared in more than 3,000 TV, radio, newspaper, and magazine interviews discussing consumer trends. Dr. Guskey received her Ph.D. in marketing/consumer behavior from the University of Pittsburgh in 1990. She also earned an MBA from the University of Pittsburgh.

