

## **SOCIAL MEDIA APPLICATIONS FOR MARKETING EDUCATORS**

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### **ABSTRACT**

Social media offer educators immense value both in and out of the classroom. Whether providing new channels of communication, advanced tools for the packaging and delivery of content, collaborative work opportunities, or engagement devices for inspiring young minds, there are social media solutions available. In this panel session, the contributors present three applications for utilizing social media tools in marketing education: 1) general social media tools useful for addressing common classroom issues, 2) social media tools and channels for teaching and experiencing retail management, and 3) cross-channel social tools for building student engagement outside of the classroom environment.

First, attendees will hear how wikis, social bookmarking sites, and social networks can be incorporated into any marketing course in order to manage collaborative team work and content delivery. Second, a case study on the use of social media promotional tools and an online retailing venue for teaching retail management will be presented. Students in a retail management class used blogs, Twitter, Facebook, and Caringbridge.org to promote and drive traffic to their e-retail stores on Zazzle.com. Using online analytics, students tracked traffic, sales, and other activity to evaluate the results of their promotional efforts and refine their strategies. Third, a social media marketing plan for a student chapter of the American Marketing Association will be shared. An effective way to inform and recruit students is through social media. Some students check Facebook more often than their email making standard communication practices less effective for student organizations. Activities, learnings, and outcomes will be shared and attendees will learn how to incorporate social media into their own efforts to engage students beyond the classroom.