

1. Record Nr.	UNINA9910790652403321
Autore	Brock Sabra
Titolo	At the intersection of education, marketing, and transformation // Sabra Brock
Pubbl/distr/stampa	New York : , : Touro College Press, , 2013
ISBN	1-61811-319-4
Descrizione fisica	1 online resource (150 p.)
Collana	Touro University Press
Disciplina	650.071
Soggetti	Business education Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Table of Contents -- Preface -- Tools for Change: An Examination of Transformative Learning and Its Precursor Steps in Undergraduate / Brock, Sabra / Florescu, Ionut / Teran, Leizer -- Creating a Learning Climate for the 21st Century: Applying Transformational Learning Methods in Business School / Brock, Sabra / Abel, Amy Lui -- Gender Equality for Learning Leadership in Undergraduate Business Schools -- Measuring the Importance of Precursor Steps to Transformative Learning -- Empowering PowerPoint: Slides and Teaching Effectiveness / Brock, Sabra / Joglekar, Yogini -- Library and Marketing Class Collaborate to Create Next Generation Learning Landscape / Brock, Sabra / Tabaei, Sara -- What Research Tells Us about the Utility of Team Projects in Post-Secondary Business Classes -- German American Undergraduate Student Collaboration: Results and Reflections of an Authentic Peer Support Activity / Brock, Sabara / Luedeke, Holger -- Simulation in the College Classroom: Enhancing the Survey Research Methods Learning Process / Abel, Amy Lui / Sardone, Nancy B. / Brock, Sabra -- Famous Gary's/Famous Names -- Elements of Successful Collaboration: An Overview / Brock, Sabra / Abel, Amy Lui -- Can You Speak Marketing? -- Index
Sommario/riassunto	There have been significant changes in the last decade in the fields of education and marketing. Both have been transformed by technology and globalization. Attention spans have been shortened due to accelerated delivery of entertainment. A new global cyber culture has

emerged. Social networking sites have changed the way we get information. The web and mobile apps have emerged as major players in both education and marketing. Prominent educator Dr. Sabra Brock has examined the foundations of these transformations and written about emerging trends in marketing and post-secondary education. This book is a collection of pieces she has authored and co-authored. These articles may provide insights for educators and educational administrators, as well as business practitioners, especially marketers.

---