

CHARTING THE COURSE: A TOOL FOR TEACHING AND ASSESSING MARKETING MANAGEMENT

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dx.doi.org/10.18374/JIMS-14-1.3

ABSTRACT

This paper identifies the component parts and uses of a chart designed to serve as both a teaching tool and analytical aid in the reading and discussion of marketing related materials. The chart is based on previous work in marketing education centered on the idea that marketing has four primary Demand Drivers that work in concert with the traditional four Ps, which basically represent what a firm will supply to the market. The use of the chart at both the principles and capstone levels is discussed. A process by which the chart is applied to Assurance of Learning at the capstone level is then described, and assignments for in-class use are discussed.

Keywords: *chart, marketing, teaching*