

## SMA Workshop

**Date:** April 8<sup>th</sup>, Session 1: 10am-12pm; Session 2: 1pm-3pm [Virtual: Zoom]

**Workshop Title:** “Teaching into Scholarship: Publishing Pedagogical Research”

**Led by:** Dr. Seung Hwan (Mark) Lee, Professor, Editor of Marketing Education Review

In this 2-part session, we explore the steps in turning YOUR teaching into scholarship. In part 1, we begin with acknowledging the different types of pedagogical research that exists in the field of marketing education. Then, we identify the components that are associated with publishing your teaching innovations. The session walks you through the components that will increase your chances in getting your work published. In part 2, we work with you to turn YOUR top innovative teaching assignments into research. Together, this workshop is intended to be hands-on and will require prep work to ensure an optimal learning experience. Lastly, we conclude by discussing the future of marketing education scholarship and outlets to pursue for your research!

<p><b>Session 1:</b> <b>Teaching into Scholarship</b>  (2 hours)</p>	<p><b>1.1. Introduction: My Pedagogical Journey</b></p> <ul style="list-style-type: none"> <li>• Welcome Message</li> <li>• My Story</li> </ul> <p><b>1.2. Types of Pedagogical Research</b></p> <ul style="list-style-type: none"> <li>• Teaching innovation (TI), student experiences, classroom dynamics, (assignments/exercises), curriculum, administration, big-picture, etc.</li> </ul> <p><b>1.3. Turning Teaching into Research</b></p> <ul style="list-style-type: none"> <li>• Identifying the <u>components</u> of sharing your TI</li> <li>• [Article Review]</li> </ul> <p><b>1.4. [Exercise] Developing a Research Wireframe</b></p> <ul style="list-style-type: none"> <li>• Work together to prepare a blueprint from a sample teaching assignment (Breakout Rooms)</li> </ul>	<p><b>Preparation:</b>  Pre-Read:  Lee, Seung Hwan (Mark) and K. Douglas Hoffman (2014), “The Iron Inventor: Utilizing Creative Problem Solving to Spur Student Creativity” <i>Marketing Education Review</i>, 24(1), 69-74.</p>
<p><b>Session 2:</b> <b>Developing YOUR idea</b>  (2 hours)</p>	<p><b>1.1. Building YOUR idea</b></p> <ul style="list-style-type: none"> <li>• Independent time to develop a wireframe</li> <li>• Working with partners to curate your ideas</li> <li>• Ongoing Q+A</li> </ul> <p><b>2.3. Future of Marketing Education Scholarship</b></p> <ul style="list-style-type: none"> <li>• Challenges &amp; Opportunities</li> <li>• Journal outlets to pursue</li> <li>• Final Remarks</li> </ul>	<p><b>Preparation:</b>  Bring your top innovative teaching assignment.</p>