

# Exploring Teaching Practice in Marketing Subjects: Reflective Practitioners through 'Postering'

by

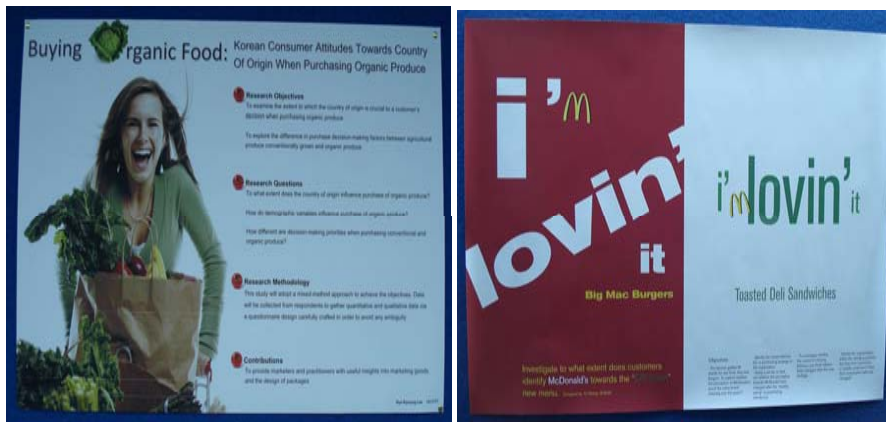
Professor Douglas Brownlie, University of Stirling  
Dr Paul Hewer, University of Strathclyde

## Topic introduction:

Funded by the AM and the BMAF group within the Higher Education Academy, this project investigates 'postering' as a learning environment, exploring the conditions that make teaching effective in such settings.

The term 'postering' refers to skills and practices related to poster design & presentation which act as vehicles for learning. Postering provides a variety of student experiences of work activity generated by researching, designing, constructing and presenting educational posters, as well as gathering and interpreting feedback about their productive efforts.

We use the term 'postering' to refer to teacher & student interactivity that results from the use of poster design & presentation as project settings that generate experiences which animate the business of learning.



## Aims and Objectives:

The overall aim of the project is to contribute to the development of teaching practice in marketing through collecting evidence-based examples of the possibilities for transferable skills in areas such as enterprise, creativity, communications and critical thinking offered by the educational setting of poster design & presentation.

The project is generating information to guide teaching and assessment practice in 'postering', as well as guidance for improving the range of outcomes available to student-learners based on data from reflective diaries and interviews, along with a survey of the views & experience of marketing educators.

## Project objectives are:

To review current teaching practice in poster design & presentation across UK higher educational institutions teaching marketing.

To study the lived experience of 2 groups of students as they undergo teaching, learning and assessment through the medium of poster design & presentation.

## Outputs

Educational resources on poster design & presentation as teaching vehicles in marketing, including cases, guidelines on set-up and assessment.

AM/BMAF sponsored seminars on poster design & presentation in teaching.