

# NEW TECHNOLOGIES SUPPORTING TEACHING AND LEARNING

## Abstract

This abstract discusses the need for a fundamental change in the teaching of marketing at our universities, and presents a new curriculum reflective of marketing in a digital age and an approach to implement it.

Technology Savvy students are flocking to our classrooms. They're expecting current content to prepare them for the ever-changing digital marketing industry, but the fact is our universities are not equipped to educate students with the necessary knowledge once they enter the workplace. This is because traditional marketing textbooks are not up-to-date with the skills employers are seeking. Moreover, our classrooms are not equipped with digital technologies to support learning. Instructors try to compensate for this deficit by asking students to bring their own devices, while at the same time trying to captivate and hold the students' attention. The instructor's valuable time could be put to better use with technology integrated classrooms.

The digital economy is real and not a passing fad—in 2008, online consumer sales totaled \$250 billion, B2B e-commerce was \$3.5 trillion (Laudon & Traver, 2009); in 2010, Facebook had more than 500 million registered users and more than 30 billion pieces of content shared monthly for its social networking site (Facebook, 2010; Halkias, 2010), and the spending on online advertising in the United Kingdom had for the first time surpassed spending on TV advertising.

Imagine trying to teach a course in advertising, retail, logistics or direct marketing without discussing the application of the Internet to the discipline. The rapidly emerging digital economy is challenging the relevance of existing marketing practices, and a radical redesign of the marketing curriculum consistent with the emerging student and business needs of the 21st century is required.

Our students, the first digitally literate generation, are experiencing these changes firsthand and will likely be the generation to integrate marketing theory and practice in this area. Our mission as educators is to provide them the necessary tools, vocabulary, and expertise to embark on this journey.

The Internet has breathed new life into the marketing discipline and the development of a major, minor, certificate or concentration can only enhance marketing's contribution to business study, research and skill development.

If we as academics want to remain relevant to businesses, it would behoove us to create courses that provide our students with basic levels of knowledge to address many of these critical areas of business.

It is time Texas Southern University offer a Major, Minor, or a certificate program in Digital marketing

**Keywords:** Digital Marketing, Online Marketing, Digital Marketing Curriculum

### Work Cited

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