Active Learning through Service Projects in a Digital Learning Environment



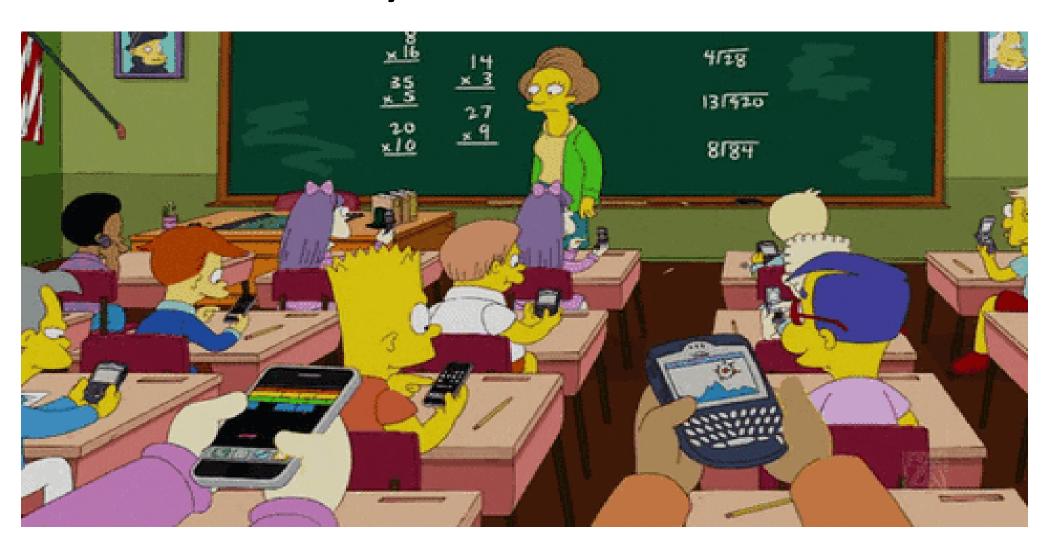
Mary Rojas Carlson

Associate Professor – Marketing

College of DuPage



During class time, who's working the hardest... you or the students?



What is Active Learning?



artifacts fishbowl sculpture develop painting scissors & listening performance



Together is Better Alliance

Service Learning Projects

Classes

- Social Media
- Principles of Marketing
- Digital Marketing
- Retail
- Advertising
- Personal Finance



















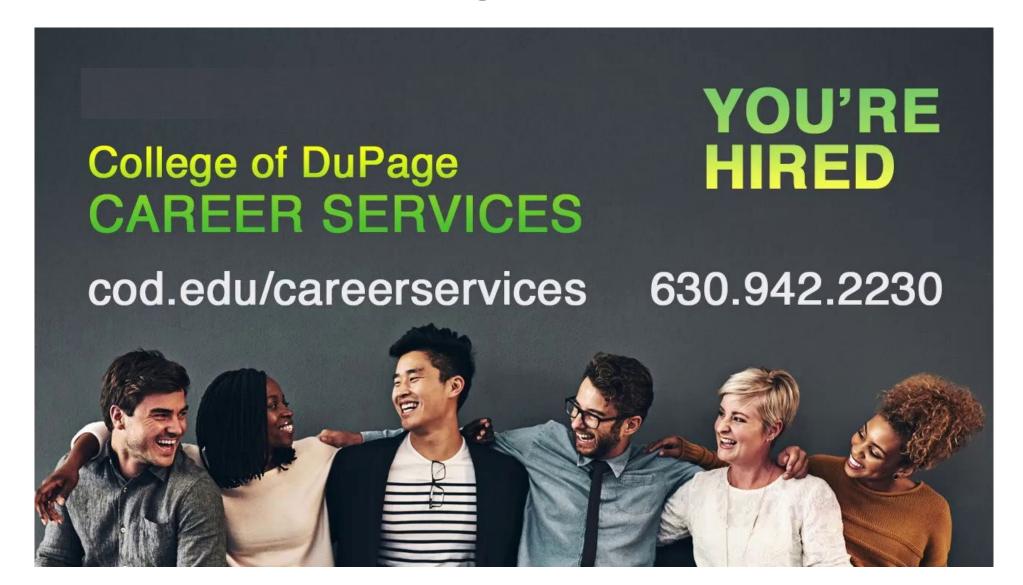








COD - Service Learning





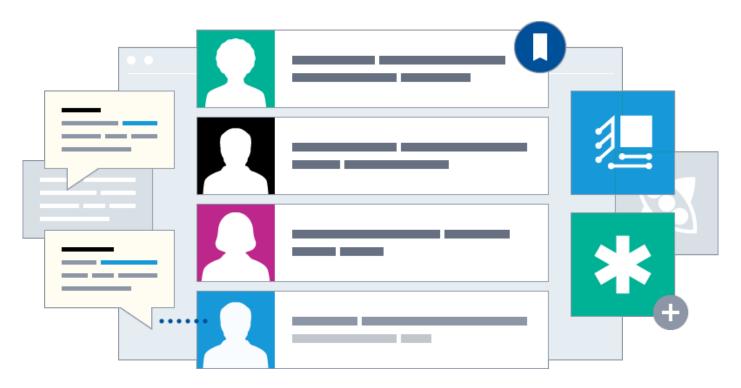
Mercy Housing - Marian Park Apartments



Financial Literacy Flyer



Digital Tools – CGScholar



Content Collaboration

CGScholar - Mary Carlson

■ Filter Activity

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Scholar Community Creator Publisher Analytics Event Bookstore

MKT 2210-Net01 - SP21



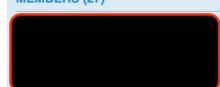
This 8 week Spring 2021 semester class will include some great marketing discussions to connect course material with marketing environment.

COMMUNITY ADMINS (1)



Mary Rojas Carlson

MEMBERS (27)



Activity Stream



YOU POSTED AN UPDATE ...

Update 5 - Factors in CDP/Specsavers Sauna (Professor Example)

This commercial is special to me because I was able to spend 2 weeks in Finland learning about their education system. I completely geeked out on all their marketing and this commercial was one of my favorite!

The commercial reaches the consumer...More

Comment Posted 12 days ago



YOU POSTED AN UPDATE ...

Update 4 - Consumer Insight- Nike/Find your Greatness (Professor Example)

In 2012 Nike launched "Find Your Greatness" campaign that targeted consumers who inspired to be an athlete. Nike needed to maintain its awareness among their targeted audience since it was not the primary sponsor for the 2012 Olympics in London

...More

Comment Posted 16 days ago



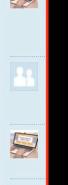
YOU POSTED AN UPDATE ...

Unit 3 - Segmentation/Target Market - Starbucks/Gloria Jeans Australia (Professor Example)

Starbucks set's its eyes in July 2000 down under to expand it's marketing footprint. It failed and by 2008 it had to close 2/3 of its stores. The biggest reason for failing is it did not segment it's customers correctly in Austrailia. Yes these fo... More

2 comments | Last: Jan 31, 2021 12:25 PM | Posted 17 days ago

Recent Activity











SHARES (2)





Media embedded February 1, 2021

In 2012 Nike launched "Find Your Greatness" campaign that targeted consumers who inspired to be an athlete. Nike needed to maintain its awareness among their targeted audience since it was not the primary sponsor for the 2012 Olympics in London.

Through consumer insight - focus groups and secondary data (internal) showed that Nike's target audience were not professional athletes. Instead, Nike's target audience aimed to be more like professional athletes.

So, Nike changed their promotional campaign to "Find Your Greatness" campaign. The goal was to take the spotlight away from the Olympic podium and give awareness to the millions of athletes that go to great lengths just as much as any professional athlete.

This campaign increased revenue of \$506m and increased Nike+ membership 55%. In fact, when asking consumers what athletic company sponsored the 2012 Olympics majority stated Nike when in fact Adidas was the primary sponsor.

This is a great example of understanding your consumer and building the right marketing strategy. In this case Nike modified their promotional strategy.

https://www.cmnty.com/blog/examples-how-to-use-consumer-insights/

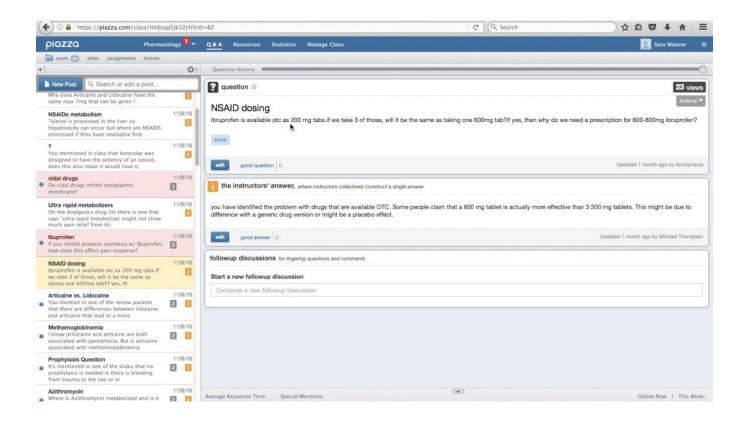
Posted 17 days ago Updated 16 days ago By Mary Rojas Carlson Views: 20 Share

College of DuPage – Sodexo, US Bank, Athletics, Courier, and Student Life

kisagree).	Strongly Agree		Neither Agree Nor Disagree		Strongly Disagree	
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Digital Tools — Piazza



Content Collaboration

https://piazza.com/class/kkublo672s26a3?cid=8

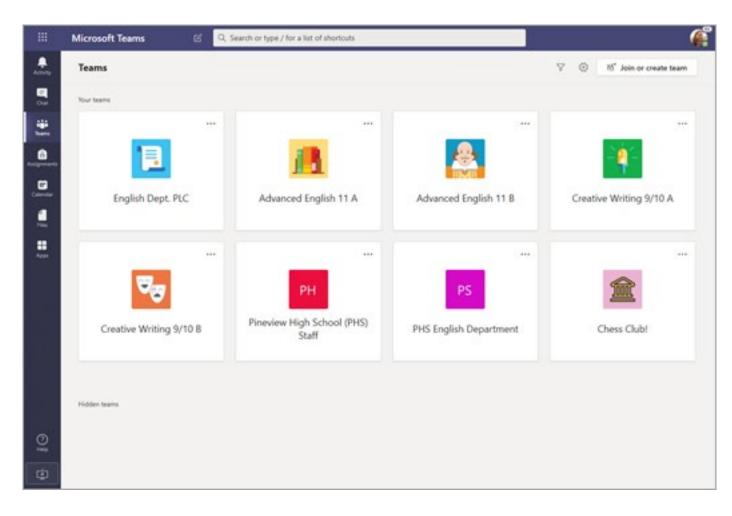
Together is Better Alliance, Anama and We Grow Dreams



Social Media Content



Digital Tools – Microsoft Teams



Group Project Space

https://www.microsoft.com/en-us/microsoft-teams/log-in

Digital Tools – Canva



Content Creation

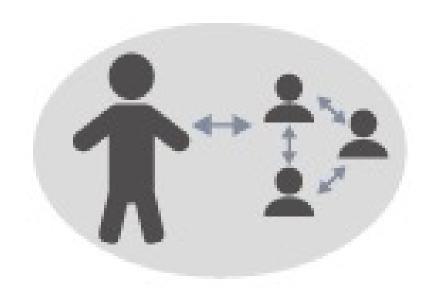
Digital Tools – Screencast-O-Matic



Content Creation

Conclusion — Active Learning through Service Projects in a Digital Learning Environment

- Regular & Substantive Interaction
- Supports local community
- Increases engagement
- Improves critical thinking
- Increase student retention
- Triggers creative thinking



Questions?