

FLIPPED CLASSROOM ADVENTURES



MARKETING 201

BUSINESS INTEGRATION PROJECT

Ezgi Akpınar

24th May 2016

Ezgi Akpınar

- MEF University, Head of Business Administration, Assistant Professor of Marketing
- Vrije University (tenure track), Honorary Faculty Member, Assistant Professor

Area of expertise:

Marketing, Consumer Behavior, Word of Mouth and Viral Campaigns

Background:

- PhD - RSM, Erasmus University & Wharton, USA
- Master- Tilburg University
- Undergraduate- Business Administration & Economics– Koc University
- McKinsey&Company- Best PhD Dissertation Award Winner

The Flipped Classroom

DURING



Students practice applying key concepts with feedback

IN CLASS

GOAL

GOAL

GOAL

Students prepare to participate in class activities

BEFORE



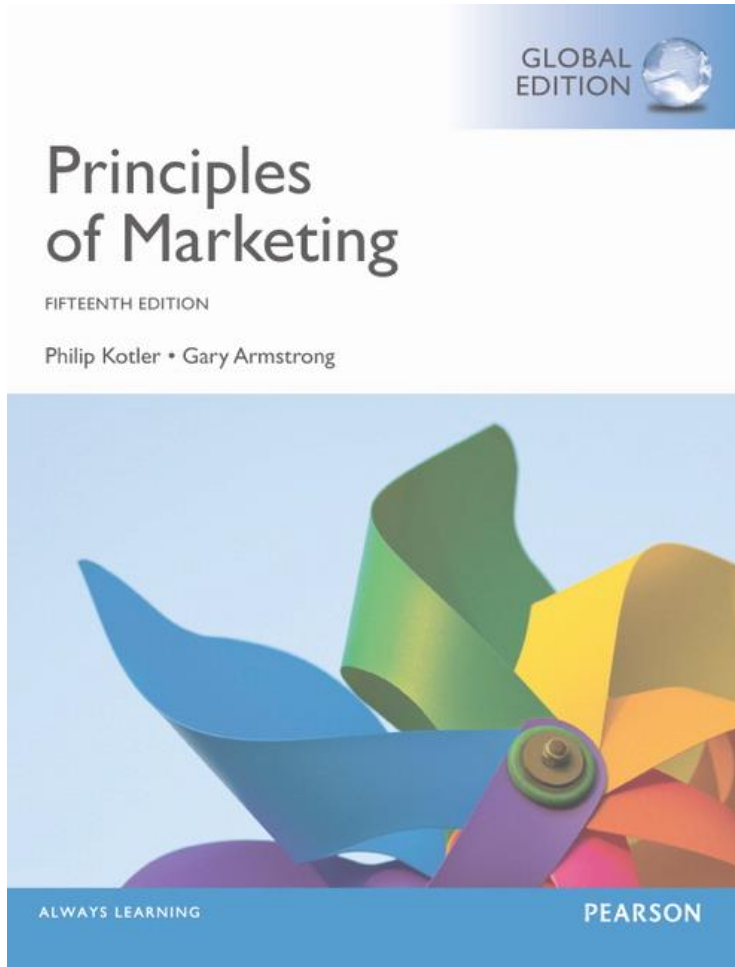
OUT OF CLASS

AFTER

Students check their understanding and extend their learning



Marketing 201



- An introductory compulsory course for business students
- Elective for social sciences & engineers
- Fundamental theory (book used for background)
- Mainly Applications (several techniques)

Links for the FLIPPED CLASSROOM videos that needs to be WATCHED BEFORE THE CLASS:



Lecture	Textbook readings	Video	Case
1	Ch 1-Ch 2	Zappos	http://media.pearsoncmg.com/ph/streaming/bp/2013/mktg/MKTG2013_Zappos_Value_Full.html
2	Ch 5	Lessons from "United Breaks Guitars"	https://www.youtube.com/watch?v=Hd8Xl42i2M&spfreload=10
3	Ch 4- Ch 7	Domino's Rethinking Segmentation for the New Digital Consumer	http://media.pearsoncmg.com/ph/streaming/bp/2013/mktg/MKTG2013_Dominos_Information_Full.html http://knowledge.wharton.upenn.edu/article/bringing-persona-rethinking-segmentation-new-digital-consumer/
4	Ch 8- Ch 9	On Branding	https://www.youtube.com/watch?v=HrrfU6liCPI&spfreload=10
5	Ch 10- Ch 11	Absolute Value	https://www.youtube.com/watch?v=iium7lqFEKZA
6	Ch 14	OXO	http://media.pearsoncmg.com/ph/streaming/bp/2013/mktg/MKTG2013_OXO_Advertising_Full.html
	Ch 15	What Makes Ideas Contagious?	https://www.youtube.com/watch?v=xgCMqC64bD8&spfreload=10
	Ch 12- Ch 17	Why Location is King for E-commerce, Too	http://knowledge.wharton.upenn.edu/article/location-ecommerce/
	Ch 18	The Five Competitive Forces That Shape Strategy	https://www.youtube.com/watch?v=mYF2_FBCvXw&list=PL86DC6A3F41978B2D&spfreload=10
	Ch 6 - Ch 13	Eaton	http://media.pearsoncmg.com/ph/bp/bp_video_links/2014/add_links/Eaton_Web_Complete.html
	Ch 19 - Ch 20	Conflict towards food improves portion size estimation	http://discovery.rsm.nl/articles/detail/6-conflict-towards-food-improves-portion-size-estimation/



LIVE WEBINAR

Connecting the Dots on Irrational Customer Behavior

DAN ARIELY
BEST-SELLING
AUTHOR

RYAN SMITH
CEO
QUALTRICS

DATE SEPT 22 TIME 10a PT 1p ET 5p GMT

Register Now



TEACHING "BUSINESS" COURSES WITH BOOKS IS HARD ANYWAYS

The New York Times

THE LEARNING NETWORK | What Current Slang Words and Expressions Do You Think Will Endure?



The Learning Network
Teaching & Learning With The New York Times

What Current Slang Words and Expressions Do You Think Will Endure?

By SHANNON DOYNE NOVEMBER 23, 2015 5:00 AM



Related Article Golden Cosmos

Email

Cool. Awesome. These are words that describe things that are very, very good. You may use them, but your parents (and grandparents?) likely do

Student Opinion

Questions about issues in the news for

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Newest

Christyn K Fort Severn Ontario
Mr. Berger's explanation of "cool" changing with multiple nouns. It's a slang or some sort of habit "bae", "what are those", "goals come back, because it was ent other, but keep a reference to hear from people from other to me) I usually hear "Cool guy", be here for 3 more months, be I used to.

Reply · Recommend

S. Jafri Maryland · December
I disagree with many of the com denying that slang terms come similarly random and idiotic ph senses may be easier to comm often) the most well known or Mr. Berger gave as a support t metaphors and other phrases t metaphors are 50 percent mor

While this could be true, words used the most. In my experien words that grow and evolve to that originate with the most inf

(example: a movie star or popular high school football player might persuade others to use a word better than someone who isn't as well-known). And most of these words ("bruh", "lol" and "hip") cannot be tied back to an of the five senses, but are more commonly known than "bright" or "sour".

Reply · Recommend



Rakip Hakkında Konuşulanlar Markanızı Etkiler!



4.5 kat daha az satış



3.8 M \$ satış/ aylık

+ 1% olumsuz online konuşma

Kaynak: Borali & Tçllis, 2015



ACTIVE LEARNING & CONTEMPORARY ISSUES

Before the class, students participate in a webinar

LIVE WEBINAR

Connecting the Dots on Irrational Customer Behavior



DAN ARIELY
BEST-SELLING
AUTHOR

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CEO
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ACTIVE PARTICIPATION & LIFE-TIME LEARNING



**Kristal Elma'da
432 ödül
sahibini buldu**

Kristal Elma Festivali
ödül töreninin ardından
sona erdi.

Jonah Berger: "Contagious: Why Things Catch On" | Talks at Google



67,208 views

In class, students
evaluate and criticize
the award winning ads
“using their knowledge”

DEBATE ON REAL TIME PROBLEMS & SOURCES



Students are in the middle of the class-room:
Lead the debate & Be critical

What VW Didn't Understand About Trust

by Andrew Winston

SEPTEMBER 23, 2015

SAVE SHARE COMMENT 4 TEXT SIZE PRINT \$8.95 BUY COPIES



The ripple effects of the Volkswagen scandal go well beyond the 11 million cars affected, the CEO's resignation today, and the steep fines the company is facing. Though the story is still developing, there are a few big, interconnected lessons to be drawn from what we

Elevate

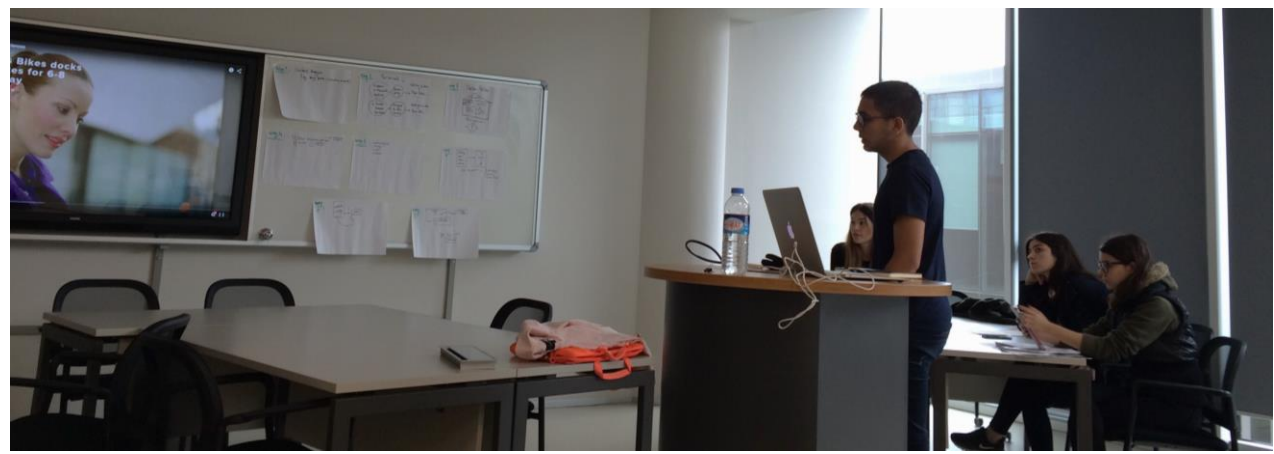
Ideas and insights to take your marketing to the highest level

Home > Digital Marketing > Strategy > 8 Ways Big Data Will Transform Marketing in 2015

January 7, 2015 Russell Glass

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8 Ways Big Data Will Transform Marketing in 2015



Business Integration 202



- › An application compulsory course for business students
- › Elective for social sciences & engineers
- › No book used
- › Mainly Applications (several techniques)



Marketing 201

Accounting 101

Finance 201

Strategy 201



Upsides of flipped classroom

- Makes the class engaging
- Stimulate both the lecturer and students to be active
- Learn a lot and also critically think what is important for this class

Be prepared for the challenge!

- The video preparations take really long (for 10 minutes video- 2 hours)
 - The videos become boring
 - Editing, uploading, trimming all take time
- Hard to find engaging materials
 - Some possible from Pearson, Coursera etc. but not complete package
- Requires more from students and lecturers

Thank you!

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