After teaching marketing for 10 years, I feel I have the basics of classroom management under control. Where I often struggle is keeping myself up-to-date in the marketing world. iGen students are skilled at keeping a pulse on news through many sources especially social media. To help prevent the “Why did you not know that Professor?” call outs from students, I direct the conversation at the beginning of class with the Teaching Resources for Marketing Educators page on Facebook. The site combines resources from many sources including local news, Washington Post, Harvard Business Review, Adage and many more. Interesting facets on everything from (1) Consumer Behaviors: the percentage of people who think chocolate milk comes from brown cows, to (2) Travel: Marrying a Local for a Day in Amsterdam, (3) Branding: mini brands in the new toy craze and (4) Digital Marketing: North Face using Wikipedia to climb to the top on Google search. The examples are unique and come from all over the world. It has been a great way to open up a classroom discussion. Check it out and see what you can find. I hope this helps you in your classroom engagement. – Sarah Fischbach, PhD | Pepperdine University | Marketing Educator Association (MEA) | President

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https://www.facebook.com/groups/101098060069161/

1. Teaching for Marketing Educators on June 4, 2019. Retrieved from:

2. Teaching for Marketing Educators on June 4, 2019. Retrieved from:

3. Teaching for Marketing Educators on June 4, 2019. Retrieved from:
   https://www.washingtonpost.com/news/voraciously/wp/2019/05/30/mini-brands-are-the-latest-bizarre-toy-craze-to-sweep-the-nation-and-theyre-filling-me-with-existential-dread/?fbclid=IwAR0SaqQBrRk_z3RSvm1BxPsQknMtvSG_Lf4-NlfvRvpxXk3oWdrlmHzE&noredirect=on&utm_term=.c5ce6d907121

4. Teaching for Marketing Educators on June 4, 2019. Retrieved from: