

Can You Please Speak into the Microphone? Exploring Leaders in Marketing through a Podcast Assignment

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ABSTRACT

It is important to prepare marketing undergraduates to prepare for the future workforce. While learning and applying marketing theories and concepts are important, it is vital for students to understand the soft skills to be effective marketers. When revising the marketing capstone course, the focus toward advancing students' work readiness became paramount. As such, the course instructor took an innovative approach: requiring students to develop a leadership podcast, using the university's new podcast studio. Each two-person team was required to identify a leading marketing leader within the area, develop a list of interview questions, interview the marketing leader, and then create a professional podcast (including bumper music and edited to required time horizon). Podcasts were then branded through the university and uploaded to a new YouTube channel. Based upon the professor's review and students' evaluations, the podcast assignment was a resounding success. The podcasts have also garnered interest from the local business community. The assignment is applicable in other marketing and business courses.

References:

Among other sources cited in the paper, it will include the following:

Jin, L., Segal, A., and Carroccio, B. "Investing in the Podcast Ecosystems in 2019." Retrieved from: <https://a16z.com/2019/05/23/podcast-ecosystem-investing-2019/>.

Keywords: Podcast, digital media, marketing, leadership

Relevance to Marketing Educators, Researchers and Practitioners: It is important to prepare marketing undergraduates to prepare for the future workforce. While learning and applying marketing theories and concepts are important, it is vital for students to understand

the soft skills to be effective marketers. While revising the marketing capstone course, the focus toward advancing students' work readiness became paramount. As such, the course instructor took an innovative approach: requiring students to develop a leadership podcast, using the university's new podcast studio. Each two-person team was required to identify a leading marketing leader within the area, develop a list of interview questions, interview the marketing leader, and then create a professional podcast (including bumper music and edited to required time horizon). Podcasts were then branded through the university and uploaded to a new YouTube channel. Based upon the professor's review and students' evaluations, the podcast assignment was a resounding success. The podcasts have also garnered interest from the local business community. The assignment is applicable in other marketing and business courses.

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