

Request for Teaching and Other Training Resources

The Marketing & Society SIG seeks to provide a repository for teaching and other resource materials for those interested in the impact of marketing on society and of society's impact on marketing. These could include syllabi, projects, assignments/exercises, case studies, videos, powerpoints, or resource listings that you are willing to share. These may be for entire courses or individual elements that may be adopted into a certain academic course or used by practitioners.

The materials will be posted on the website and the content is the responsibility of the submitters. No attempt will be made to verify the accuracy or assess the appropriateness of materials.

If you would like to submit materials, please help us by following the guidelines below.

1. Send materials to massig@gsu.edu as an attachment. In the email, describe the type of material enclosed and relevant uses. This will be used to decide where/how to post the materials.

If you already have a website with your materials on it, we can link to that if you provide the hyperlink and a description of the materials at that site.

2. All materials should include the author's name and affiliation. If you are willing to be contacted, include preferred contact information.
3. Since most material will be posted "as received," include relevant descriptions of the material and how it has been or might be used. For example, if you submit a classroom activity that is helpful in getting students to take multiple perspectives on a social issue, include this description along with helpful hints in the document itself.

If you propose a case, video or other resource, please include a description of how to get it (i.e., complete reference or address) as well as a description of how it can be used in a class.

4. At this time, we cannot and will not "repackage" materials. If you have a syllabus for a one course and some cases that work well in another course, please provide these materials separately. If you have a list of resources with hyperlinks, etc., please send the page rather than all the individual hyperlinks.

5. We cannot provide a secure site at this time to avoid notes and answers being accessible to students. If you have teaching notes or answers to exercises that you are willing to share, please include IN THE DOCUMENT how to request the documents. This may include requests on letterhead or other form that assures the requestor is a faculty member or other legitimate recipient.
6. Ideally, materials should be converted to .pdf files using Adobe Acrobat unless they contain hyperlinks. Alternatively, please send materials in a Microsoft Office format (i.e., Word, PowerPoint) or other widely available format.
7. Copyrighted materials should not be submitted; however, listings of copyrighted sources are welcome.

For samples of materials, please see the documents on the MAS SIG website at <http://www.massig.org/teachingresources/resources.htm>