

## **Maximizing Team Learning In Marketing Classes**

Vicki Blakney Eveland, Gary L. Karns

School of Business, Government, & Economics, Seattle Pacific University

### **ABSTRACT**

This paper presents guidance for marketing educators who utilize student teams to complete assignments, especially major field-based, experiential learning projects. Teamwork is a vital meta-skill for effectiveness in the workplace so it is important that marketing educators do their best to construct the most effective skill development context possible. Team formation, size, and training issues are addressed. The authors' experiences with specific practices are shared. It is suggested that teams be assigned based on complementarity and range from 3-5 in size. It is further suggested that faculty provide training on group processes and conflict management strategies.