

MARKETING AND COMMUNITY ENGAGEMENT – THE JOURNEY

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Over the years there has been an evolution not only in terminology but also thought in how to describe, structure and develop pedagogy to convey business schools working with business' in the community or the community itself. Diverse terms such as non-profit, cause, charity, service, and social have all been utilized to discuss and to describe this process. At the 2010 Marketing Educator's Conference, Professor Conley discussed some of the background and curricula issues surrounding the notion of Non-Profit Marketing while highlighting the confusion as well as inconsistent usage of terms like social marketing as Alan Andreasen argues in his 1994 article. Unfortunately, the authors have found the terminology has broadened not narrowed to now include "community engagement" which seems to be the new "term" to describe how we have moved beyond our traditional private sector origins. Faculties in the California State University system know it has become an integral part of CSU activities when in 1997 the Board of Trustees supported the call to create service opportunities for students and faculties. Several CSU campuses' have embraced community engagement and made it one of their strategic initiatives. The authors' campus, Cal State LA's, is one such campus that has made community engagement one of its three strategic priorities.

Sharing the belief that service or community engagement learning environments represent a unique opportunity for business students, the authors have been engaged in the community engagement initiative on their campus. They have embraced the benefits of moving the curriculum from the classroom and placing it squarely within the real world while allowing students to develop applied skills and expertise in ways in which a theoretical educational experience cannot compare. This process has been a journey of discovery as they, as a cross discipline team, participated in a cross disciplinary campus community engagement campus curriculum development process and a learning community to forge the community engagement strategic priority on their campus.

The presenters will take session participants through the process of being a member of the community engagement campus strategic priority, to creating a service-learning course for marketing students and to working to become a "Community Engaged Department". The concepts of Learning Communities will be discussed as they were used to create a cross-disciplinary community engagement campus group and initiative. The struggles, issues, and rewards of that process will be shared. Using their recently developed course in community based social marketing as an example, they will review the literature regarding student engagement and the benefits of service learning, particularly for students in an applied discipline like marketing. Included will be a discussion of the

concept of community based social marketing (business-community marketing partnerships) and its unique appropriateness for fostering community engagement for marketing students. Additionally they will share their experience in terms of developing appropriate community partnerships that will increase the likelihood of beneficial and high quality service learning while meeting departmental and campus engagement objectives. They will share the practical considerations related to developing an upper division course that focuses on development of a meaningful and lifelong service orientation for marketing students while being an active partner in the campus's community engagement initiative by becoming a community engaged department.