

Open Education Resources & Marketing Classes

Joyce Zhou
Emporia State University

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Abstract

Teaching with Open Education Resources (OER) Content Baraniuk & Burru (2008) discussed their experience with OERs over the past eight years. They stressed the OER movement has real potential to enable a revolutionary advancement of the world's standard of education at all levels. OER grows, spreads, and has a large impact on the academic world itself. OER will change the way we conceive of and pursue authorship, teaching, peer review, promotion, and tenure. OERs have the potential to aid in the democratization of the world of knowledge. OERs can change the way the world develops, disseminates, and uses knowledge. A study by Hussain, Chandio, & Sindher (2013) affirmed that OERs facilitated them in conducting research, accessing to instructional materials and learning about innovations and developments in their respective disciplines. OERs have provided access to extensive body of knowledge, latest research practices and instructional experiences. However, their study also reported some challenges like rights for intellectual property, economics and sustainability of OER, digital divide and quality of contents and faculty comfort. They also reported some technology related problems in accessing to OERs. These problems included bandwidth of internet, intermittent electricity failure, bugs and computer viruses, and finger's joint pains, headache and computer vision syndrome. Daly (2012) also discussed the importance of collaborative learning across disciplines. These differences among disciplines call for different instructional design strategies when courses in these areas are delivered in pure on-line or blended environments. OERs provide the opportunity for students to engage in a wide scale of learning. The OER content was adopted in the marketing classes. An OER homework exercises were assigned in the classes. The students received the OER badge after completing the assignment. The student feedback on the OER assignments were collected and analyzed. This research will present the results based on the OER assignment findings.