

Blogging Assignments: *The Write Stuff*

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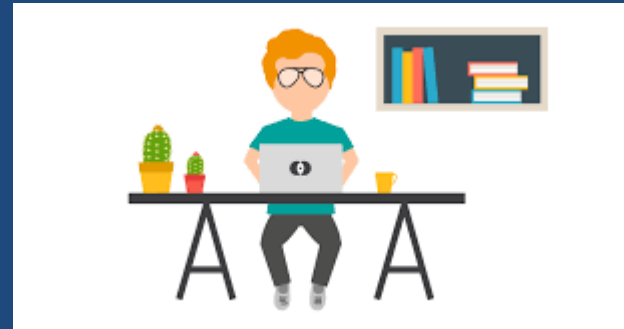
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Agenda

- Traditional writing assignments
- eWriting (Blogs)
- Blog Platforms
- Blog Expectations
- Samples



Traditional Writing Assignments

- Essays
- Creative Writing
- Term Papers
- Cover Letters
- Resumes
- One Minute Paper
- Journaling
- Case Studies
- Critiques
- Critiques
- Portfolios
- Lab Reports
- Reflective Journal
- Article Review
- Project Report
- Reading Logs
- Annotated Bibliography
- Literature Review
- Thesis
- Dissertations

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Investigating Marketing Students' Perceptions of Active Learning and Social Collaboration in Blogs

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Web 2.0 technology has found a niche in education. In response to students' comfort level in using social media, many business educators have explored the use of Web 2.0 applications in courses. Research on the use of Web 2.0 tools to determine effectiveness for learning is still in its infancy. The authors describe one such experiment in which students used blogs in several courses. Application of blogs in courses, and assessment of this technology in regard to affecting learning behavior, as well as perceptions of students toward blogs were studied. Recommendations, challenges, opportunities, and strategies for use of blogs in courses are provided in this research.

Keywords: active learning, online learning, social media, technology acceptance, Web 2.0

Businesses are paying attention to social media platforms such as Facebook, LinkedIn, and Twitter to establish a brand presence and connect with customers. They are taking a proactive approach to marketing their products and services by targeting a wider audience that feels empowered by using social media tools such as blogs. The new generation of consumers is characterized by an always-on connection to the Internet, and a need for interaction and socialization in the digital environment by using smartphones, netbooks, and other mobile devices that no longer require a wired connection to the Internet. Brewer and Brewer (2010) observed that the management and distribution of knowledge in a technol-

ogy domain name, and are seeking out popular blogs and social media sites that primarily have user generated content to market their products and services (Guinan & Parise, 2008). These venues enable companies to add value and build trust with customers (Thompson & Doherty, 2006), which due to its significant impact in the marketplace can be considered justification to teach about blogs in marketing courses. Here we investigated whether business students are aware of blogs, and if blogs can be used to create an effective active learning environment that can promote students' interaction, motivation, and higher order thinking skills. We also explored whether age, gender, and work experience could impact the

Diana Laurillard's Conversational Framework (2002) also helped clarify the pedagogical value of the blogs:

Discursive

Blogs facilitate deep, reflective learning conversations between tutors, students & peers

Adaptive

Content constantly updated.

Interactive

Contributing to blogs develops transferable & core skills
Students can share content & links to external sites

Reflective

Contributing to blogs facilitate students' critical reflection on their own and other's work

“What Kind of Blog Are You Writing?”

Response Expected	Disciplines Likely to Use It	What it Requires	Tips
Textual Analysis	History, Literature	Conduct a close reading of a passage or passages; analyze the passage(s) and draw conclusions; not a summary	This blog doesn't necessarily require a thesis, but often it still contains an argument.
Personal Experience	Environmental Studies, Literature, Sociology, Women's Studies	Connect a personal experience to a topic you are studying in class	Go further than just demonstrating that your experience connects to the class; explain the significance of the connection.
Current Events	Environmental Studies, Government, Sociology, Women's Studies	Connect a current event to a topic you are studying in class	Go further than just demonstrating that your experience connects to the class; explain the significance of the connection. Link to relevant newspaper or journal articles.
Response to Specific Questions	History	Demonstrate your understanding of a reading or subject by answering in depth a question provided by your professor	Refer to specific examples from your reading or class discussion to back up your response.

Source: Writing Academic Blogs (2016). Hamilton College

Blogging Platforms

- WordPress
- Weebly
- Wix
- Google Sites





- Text
- Image
- Gallery
- Vector Art
- Shape
- Interactive
- Button
- Box
- Strip
- Lists & Grids
- Video
- Music
- Social
- Contact
- Menu
- Lightbox
- Database
- Blog
- Store
- Members
- More

Add Text

Themed Text

Add Heading 1

Add Heading 2

Add Heading 3

Add Heading 4

Add Heading 5

Add Heading 6

I'm a paragraph. Click here to add your own text and edit me. It's easy.

Text



How to add, edit, customize & link your text.

Help icon, More icon, Close icon

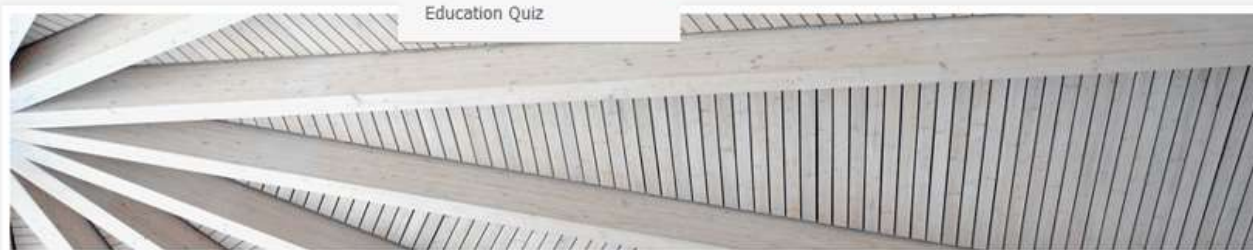


Align icon, 0°

Size (px)
W: 0
H: 0

Position
X: 0

Accounting Careers

[HOME](#)[ACCOUNTING ORGANIZATIONS](#)[EDUCATION & LICENSING](#)[SKILLS](#)[SPECIALIZATIONS](#)[ABOUT US](#)[SITE MAP](#)[Education Quiz](#)

Accounting Organizations



Below you will see a list of accounting organizations and what they are known for. The standard for this part of the lesson is BCS-PAI-2a - Identify professional accounting organizations and associations. Each organization has a link that will take you directly to their site for an overview of the organization. These are worldwide organizations and can give you an insight on the accounting industry across the world and what you may need to get a job in a certain accounting career.

These sites also house documentation of industry updates for the accounting profession. Once you have looked through some of the links go to the **organization blog** located off this page and blog about an interesting fact about one of the organization's you clicked on and comment on one other student posting. Please make sure no one in the class has chosen the organization that you are blogging about, there are many to choose from below. You can also find organizations that are not listed below and blog about those.

- [AGN International-North America](#) AGN International is a worldwide association of separate and independent accounting and consulting firms.

- ▶ Home
- ▶ Instructions
- ▶ Learning Objectives
- ▶ Site Map
- ▶ Entrepreneurship
- ▶ Marketing
- ▶ Internet Strategy
- ▶ Finance
- ▶ Interactivity
- ▶ Narrative
- ▶ Meet the Team
- ▶ Contact Us

Chat with Matias Marabotto
Offline

Narrative

[Narrative available in Google Doc](#)

Using a website to supplement a business education class is an effective means of deepening a student's conceptual understanding of the material presents. Deciding the appropriate means of presenting material, taking into consideration the intended audience, current instructional research and the content covered, is a critical component in design such a website. Since incorporating technology into instruction is a growing facet of the current world of education, use a website as a means intertwining entrepreneurship and technology provides a perfect platform for doing this. The website, Entrepreneurship in the Digital Age, allows students to focus their thought process on several components of an effective business plan as well as allows students to learn at their own pace (Peck and Dorricott). Instead of requiring students to create an entire business plan, which may cause students to get lost in the overwhelming process, students will focus themselves in four, in-depth modules surrounding topics ranging from entrepreneurship, mission and vision statements, finance, marketing, Internet strategy, in addition to utilizing various web 2.0 applications that would serve as useful tool for modern entrepreneurs to better their business plan.

Many instructional techniques and technologies are offered within the first module. The section entitled, Entrepreneurship, offers students a variety a ways to increase their overall understanding of the subject matter. Possible re-write transparent learning objectives, and clear instructions are easily accessible so students are aware of the desired learning outcomes and the tasks associated with those outcomes. The learning objectives section of this site clearly lays this out for students, it also aid in instructor know which standards are being covered. This transparency in learning, goals, and clear concise instructions with each task is essential in any instructional setting, but of extended importance in an online setting. The first task begins with an example of these clear instructions and directs them create their own mission or vision statement for their chosen business venture. Students will have pre-determined their business venture by this point and will have instruction and information

ABED 6107 - Instructional Strategies For Technology

Dr. Hazari

Amanda Elliott & Lindsay Hart



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- Spending
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- Site Map

Welcome to Financial Literacy for Young Americans Education Center

Hey, middle school students! Learn the benefits of earning, saving and spending your money. Read all about the tips for earning and saving your money, opening a savings account and many other important life-learning skills.

- Download and listen to our podcast about how middle school students can earn real money.
- See if you have learned enough to win our crossword puzzle.
- Challenge yourself on our online financial literacy quiz.



Courses in Study



Earning Money

7 ways to earn money and have fun doing it!

[learn more >>](#)



Saving Money

7 quick tips to make saving money fun!

[learn more >>](#)



Spending Money

The difference between wants and needs when spending!

[learn more >>](#)

Hello! I'm Megan.

I am a college student, business owner, personal trainer, fitness coach, and food lover! I enjoy reading, cooking, spending time outdoors, and any activity that allows me to be creative. My long-term goal is to become a speaker, mentor, and coach to empower women to grow, learn, and evolve into their highest self so they can live their best life.



EXPERIENCE

2018 - Now
Personal Trainer



University of West Georgia Rec Center
I help clients reach their goals by creating strategic fitness



Let's Chat!



From: Cierra [REDACTED]

Sent: Tuesday, May 08, 2018 10:11 AM

To: Sunil Hazari <shazari@westga.edu>

Subject: Thank you for a great semester!

Good morning Professor Hazari, I am sending this email to thank you for a great semester! I thoroughly enjoyed taking your class this semester, and even though it was an online class and we had never met, you were a great professor who helped me when I needed it and I greatly appreciate that!

I looked forward to the interactive weekly discussions and web projects we had! My favorite would have to be the blog, because it is something I am really considering continuing in the future! Have an awesome summer!

--

Cierra [REDACTED]

Undergraduate Student

Chi Omega Secretary and Director of Programming

"Camry [REDACTED]"

To

"Sunil Hazari" <shazari@westga.view.usg.edu>

Received

Dec 12, 2018 7:28 PM

[Hide course offerings](#)

CourseDen Training & Free Resources for Students
Business Web Design XLS Group M5 Fall Semester 2018 CO

Subject

RE: Business Web Design XLS Group M5 Fall Semester 2018 CO

Professor Hazari,

Thank you for letting me know. Also thank you so much for your help throughout the semester. This class came in handy so much with my Internship. I am responsible for editing the "Carroll Tomorrow" website and we use Wordpress. Without this course I would be lost. Have a great break.

Camry [REDACTED]

Summary

- Creativity (Multimedia)
- Develop critical thinking
- Motivates Students
- Information/Technology Literacy
- Interactivity & Sharing beyond classroom
- Writing Portfolio for potential employers



QUESTIONS?

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