

Find Your Fit Activity

Here are the OERs that I found that would be appropriate for me to use in teaching my marketing and public relations classes:

I started off by searching **MERLOT – Multimedia Educational Resources for Learning and Online Teaching**.

<https://www.merlot.org/>

There are so many valuable resources here. I searched the term Marketing. It lead me to various other sites.

Great Ideas for Teaching Marketing

<https://www.greatideasforteachingmarketing.com/>

This site was developed for marketing professors and lecturers to use in class as an alternative to long case studies. There are over 300 activities and discussion exercises available free to use. They relate to specific topics that would be covered off in a class, anything from 10-30 minutes, and so could be used to address a specific concept, rather than a long involved case study. So I could pull a Price exercise, or a Marketing Mix Digital Escape Room to use with students.

Fast Company Case Studies

<https://www.fastcompany.com/search?searchkey=Marketing%20Case%20Studies>

Through Merlot I was able to access a listing of marketing and public relations specific case studies. I am always looking for great case studies to use for discussions and assignments, so this is a great find.

YouTube.com

YouTube offers so many different videos and TED Talks that can be shared with students, examples of marketing in action, examples of public relations, news conferences, what to do and not to do. Seth Godin is a marketing guru that is used often in marketing classes. “The Tribes We Lead” is a TED Talk I have used before. <https://www.youtube.com/watch?v=589tH-wtCak&t=88s>

H5P

<https://h5pstudio.ecampusontario.ca/>

There are a number of learning resources on here, especially for the Writing Essentials for marketing courses that I teach. They break down specific concepts like grammar elements and ideas.