

Presidential Teaching Professor Seminar

Using Video-Taped Role Plays to Simulate Reality: Where the Classroom Meets the Business World

Dr. Rick Ridnour
Presidential Teaching Professor
Department of Marketing



Role plays result in students having more confidence, enhanced communication skills and transferable problem solving abilities that prepare them for real-world situations.

Dr. Ridnour will present how marketing students practice creative problem solving, critical thinking and communication skills as they role play a business development appointment. The video-taped role plays receive immediate peer and faculty reaction through which students learn to accept and provide meaningful feedback.

Ridnour will discuss how he encourages creativity, risk taking and professional respect and will show video clips of students' interactive exchange and simulation of a real business meeting. He will also explain how the role plays become a key element of students' professional portfolios.

Everyone is welcome!

No registration is required

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Office of the Provost &
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Wednesday, March 18, 2009

Heritage Room, Holmes Student Center
11:30 am – 12:00 pm, Refreshments
12:00 – 1:00 pm, Presentation and Q&A