Civic Engagement and Economic Development in Local Communities: The Need for Integrated Marketing Communications in Small Business
What can business students do?

Recent widening of Service Learning involvement – categories allow for more project based work with various community members to count as Service Learning...

Oftentimes many small business owners/ local business need help with various business functions. Marketing is one area that many small business owners lack expertise and skills.
Benefits to students

- Brings real life problems to the classroom.

- Students get practice in:
  - Using academic concepts in a real world setting, critical thinking, creativity, team work, presentation skills, communication skills, research skills, project management skills, also get an intensive project experience to talk about in job interviews.
Semester long project

- Teams 4-6 people
- Client visit to class
- 4 Status reports, 1 final report, 1 professional sales presentation to client
- Encouraged to meet with instructor
- Encouraged to contact client throughout semester when needed for support and feedback
- Three reflection exercises
- Feedback from client, instructor and peers
Dewey’s four conditions for inquiry based learning...

- To be educative...
  1. It must generate interest in the learner
  2. It must be intrinsically worthwhile to the learner
  3. It must present problems that awaken new curiosity and create a demand for information
  4. It must cover a considerable time span and foster development over time

(Giles and Eyler 1994).
2009
NC Small Town Economic Development Council
- Boonville, NC – promote town to tourists and new residents
- Lansing, NC – promote town to tourists and new residents

2010
NC Small Town Economic Development Council
- Town of Rutherford College, NC – promote town to tourists and new residents
ASU Department of Theatre and Dance
- ASU Department of Theatre and Dance – increase awareness of their theatre and dance performances to ASU faculty, staff and students and general public
In vino veritas.

visit www.boonvillenc.com
The Town of Rutherford College

“small, unique, and moving forward”

Top 10 Reasons to live here
1. Prime Location
2. Small tight knit community
3. Low Tax Rate of .10%
4. Strong Healthcare Industry
5. Opportunity for outdoor activities
6. Opportunity for small businesses
7. Family oriented
8. Accessed by I-40 & Highway 70
9. Gateway to The High Country
10. Bordered by beautiful scenery: Lake Rhodhiss & Mineral Springs Mountain

www.rutherfordcollegenc.us
Select Past Partnerships (cont)...

2011 – Home for Grandfather Mountain
- ASU Quality Enhancement Plan (Increase awareness and knowledge)

2012 – Sugar Grove Day Development School
(benefit concert with Oak Ridge Boys)
ASU Human Performance Lab

2013 – Elkland Art Center – Tood, NC
- American Red Cross – Blue Ridge Chapter
(2 separate projects)
- Mountain Dog and Friends (Foscoe, NC)
Print Media
Grandfather Home for Children New Logo

- Crosses: Religious foundation
- Sun: New beginnings and a bright future for the children
- Mountains: High Country roots
- Keep “1914” slogan to tie logo to the longevity of GFH
American Red Cross Print Ad: Flyer

2nd Call

Step 1: Call 911
Step 2: Call Red Cross Disaster Relief
Step 3: Let US take care of YOU

1-800-2nd-Call

Segunda Llamada

Paso 1: Llame al 911
Paso 2: Llame Socorro de la Cruz Roja
Paso 3: Vamos a cuidar de ti

1-800-263-2255
Join the Disaster Relief Team with the Blue Ridge Chapter of the American Red Cross...

and find the Superhero in You!

Contact Steve Marks at (828)-964-3915 or at steve.marks@redcross.org
Tip #1

Many commercial pet food products contain meat from dead, dying, diseased or disabled animals.

It's your move.
Current community partners

Spring 2014
1) Sirens of the mountains: A Celebration of Women’s Music and Art (Festival in Boone – June 2014)

2) Twist of health – Ab Twist

3) ASU’s Scholars with Diverse Abilities Program
Lessons learned

- Business students and local businesses both benefit from civic engagement projects.
  - Potential internships and part time positions

- Challenges of projects depend on:
  - The time and effort put in by students
  - The information provided by the client
  - The budget allocated for project
  - Other resources such as skills, labor etc.

  - Long term benefit to local businesses – depends on clients’ abilities to perform suggested ideas.
    - Resistant to change, lack of resources