

### Redesign of the Marketing Course Using a New Educational Approach

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- The poster presents new educational approach and redesign of the marketing courses, according to development of online education platforms. It is important to have new educational, marketing and pedagogical state in new environment. The poster presents beautiful, deep thoughts of Maria Rilke, Nelson Mandela, Vincent Van Gogh, Socrates Aristotle about importance of education in the past and as base for redesign of marketing courses in the future.
- Students of marketing courses could educate themselves through visiting of students marketing conferences, visiting of museums, cultural and arts events, through listening of marketing classes on many world's faculties. They could read the marketing books online, discuss with other students online and talk with their marketing professors personally or by educational platforms and mails.
- It is important to encourage our students to think deeply, to analyze world, to prepare themselves for future marketing professions. Nowadays, students need knowledge and skills for future professions, like digital marketing strategic planner, digital building of corporate brand and reputation, influence marketing managers, marketing managers in fashion industry online, as well as, sports journalist on sport's portals.
- We are professors and we have task to give them knowledge for future professions. Luddite history story tell us that new time asks for new professions and the new approach to education. It could be useful to exchange experiences with colleagues, professors of marketing world wide about new educational approach of the marketing courses.
- Professors could work with passion for education, knowledge, sciences and arts, always, from past to today's turbulent time in every way.
- Finally, it is true that some questions stay as living questions, like Maria Rilke wrote. It is important to young people to know that some questions does not have answers.

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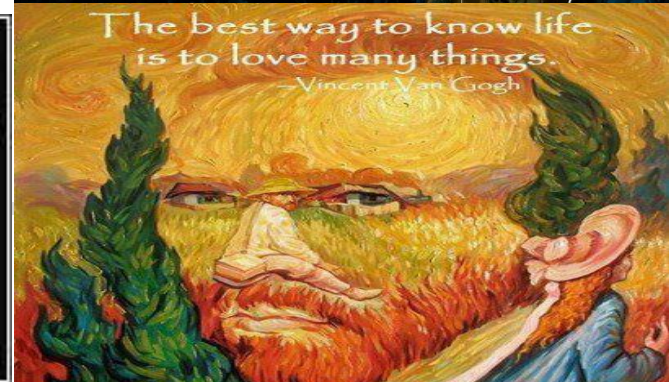
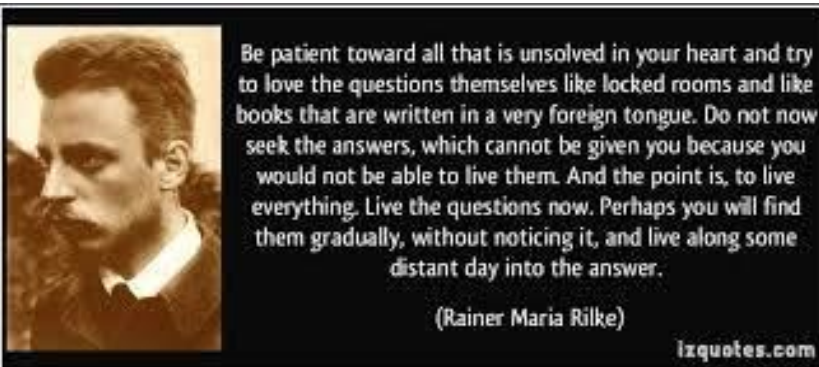
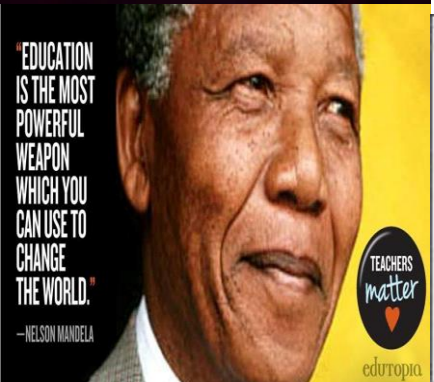
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- At courses Marketing in Arts and Culture and Media Communication, author have opportunity to improve these new approaches,
  - to practice offline and online classes,
  - to practice new professions in these areas,
  - to research student's behavior, needs and wishes in education,
  - to improve social responsible approach in education and business behavior,
  - to create interactive discussion,
  - to innovate educational process.
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- Also, author have opportunity in the focus groups with colleagues, professors at faculties world wide, offline on conferences, or online, by Zoom platform, to discuss about new educational approach in the marketing courses, as well as, about development of the new knowledge for new professions for the future, about pedagogical aspects of new educational approach of the marketing classes.

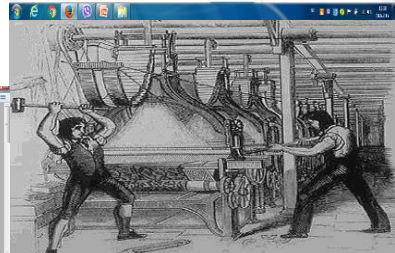
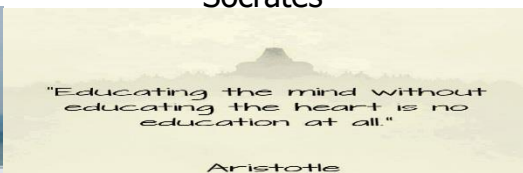
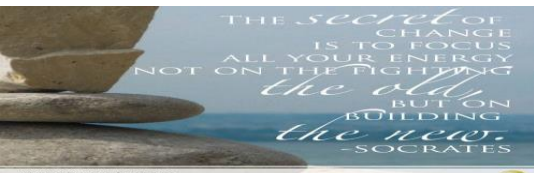
# 28th CEEMAN Annual Conference

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- We have to follow new technological trends, but also we have to be professor in that new environment. We are the same, we are the professors.
- Professor have to implement responsible education for future generations that will work in future years with creativity, arts and innovation in education.
- Be kind and honest to your students. Give them quality and innovative educations. Work with love and passion.
  - Teach our students to be professional and good persons.
- Good man can not be harmed either in life or in death, and that his affairs are not neglected by..... Socrates



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#### ■ **About the authors**

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