

The University of Toledo



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November 29, 1979

FROM: Dave Mittelstaedt

FOR RELEASE UPON RECEIPT

F. R. "Bud" Koontz, associate director of The University of Toledo Television Services, and Phillip A. Sinclair, professor of business technology in the UT Community and Technical College, were awarded the National Association of Marketing/Management Educators' (NAME) Award for Innovative Teaching at the group's national conference Nov. 7-9 in Orlando, Fla.

NAME, an organization of college and university professors teaching management and marketing subjects, presents the award annually to an instructor who has developed an innovative classroom technique that improves the teaching of management and marketing courses.

The two were presented the award for their study of the use of theatrical skits in instructional television lectures. In the project, two different expository television lectures, delivered by a teacher, were produced as control lessons. Portions of the same television lectures were then presented containing the same information in the form of six or seven 2-to-5-minute theatrical skits.

After the lectures were viewed by students of a marketing class, an attitude survey was taken, followed by a multiple choice test administered to the students to measure what they had learned. In the majority of cases, the students indicated that they preferred the lectures containing the theatrical skits.

Funded by a \$1,000 grant from the UT Faculty Research Awards and Fellowships Program, the lectures were viewed by more than 500 University Community and Technical

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College students enrolled in marketing classes from 1975 to 1979.

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Ruth Wilson-Kennedy, a part-time assistant professor at The University of Toledo Community and Technical College, was elected president of the National Association of Marketing/Management Educators (NAME) at the group's 13th annual meeting Nov. 7-9 in Orlando, Fla.

NAME, an organization of college and university professors teaching management and marketing subjects, was founded in 1966 and has approximately 3,000 members in the U.S.

The purpose of the organization is the furthering of the professionalism of management and marketing professors in this country.

Ms. Wilson-Kennedy teaches management subjects. She joined UT this fall after teaching seven years at Marion Technical College, Marion, O.

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