REFLECTIVE TEACHING JOURNAL - SAMPLE

S. Wengler

Teaching Journal Entry

Spring 2018

Class: BU401

Date: Wednesday 2/28/18

Time: 8:10am – 10:00am

Instructor: [redacted]

Background:

This is third semester I will be teaching for [redacted]; we are currently also working on a research project together. She asks students to prepare an 8-10 page APA-style marketing plan for a new business situated in a Queens' neighborhood. Students are to use the following as sources: marketing textbook; US Census (for neighborhood demographics); Business Source Complete (for business industry profiles as well as magazine and newspaper articles); and Advanced Search Google (for reliable websites).

Class Details:

[redacted] requested that I do "exactly what you did last semester." Minus the section on zip code look up; apparently her students are coming to the library session with their Queens neighborhood zip in hand.

Lesson plan included: How to Get Started; How to Find Sources; How to Follow APA Style

How to Find Sources includes: US Census Factfinder; Business Source Complete; and Advanced Search Google limited to .org and .gov websites.

Materials:

PPT; Step-by-Step Handout; yellow post-it notes

Formative Assessment:

- US Census FactFinder section includes two formative assessment:
  - Students locate population, median income and one interesting fact about their neighborhood and then report out to class; this is done in their groups
  - Students generate a zip code versus United States chart about some demographic data and then call me over to review; at this point – I leave yellow stickie to mark completion; this is done in their groups
- Business Source Complete: Students locate one industry profile related to their business limited to full text and last five years and then email to themselves and to me; this is done individually.
- Exit ticket: Students write down one question they have about business research and/or the marketing plan assignment on the yellow stickie from above – and stick to white board as they walk out; this is done individually.

Summative Assessment:

- This library session does not include a summative assessment.

Post Class Reflections:

- This class meets once a week from 8:10am-11:00am; I had them booked til 10:00am, but when they walked in – [redacted] said: You can go til 11:00am if you want! Since I had no other appointments that day, I decided to take advantage of the extra time.
- This is a good/excellent lesson plan. I like the two Census exercises and the Business Source Complete exercise. Both generate authentic source material for their marketing plan assignments.

- Weak link is Advanced Search Google, which we rushed through and did not have time to practice. I also did not do a very good job articulating what a professional association is; that maybe would be more clear if there was time to practice.
- The post-it questions were excellent. I put together a FAQ document answering student questions and forwarded document to [redacted] and asked her to review with/distribute to students

Link to Future Planning:

- Apparently, they have a new textbook; next semester – be sure to check with [redacted] and update PPT accordingly
- Should absolutely demo how to cite U.S. Census next time! Wow I can't believe I haven't thought of that before.
- Also – maybe have them open Word before we start, so that they can pop citations in?
- Create a 'how to look up zip code' and 'how to look up NAICS code' and send to [redacted] in advance of class, so that students come to class with those codes in hand.

BU401 – Prof. [redacted]

2/28/18 Library Session FAQs

Question: Can I see an example of a marketing plan?

Answer: Prof. [redacted] will be posting a sample marketing plan to Blackboard.

Question: How many sources do we need to use in our marketing plan?

Answer: You will need to use a *minimum* of three sources (the textbook plus two additional sources) in order to complete this assignment.

Question: Is there a business database to help with choosing prices?

Answer: Databases contain articles which have been published in periodicals such as academic journals, magazines and newspapers. You could try searching for articles in Business Source Complete using the key words "pricing" and your NAICS code. These articles may provide background information for you, but they will not choose prices for you.

Question: Is research outside the USA related to my industry useful for my paper?

Answer: The purpose of this paper is to develop a marketing plan for a Queens-based business. You will likely want to focus on local details within the context of the United States. If you feel strongly that some international information you have found is relevant to your plan, please discuss with Prof. [redacted].

Question: I have questions about the Census tables. What reports from the Census do we incorporate in our paper and how do we do so?

Answer: There are no specific census reports which you are *required* to use in your BU401 marketing plan. However, you will want to explore the US Census American FactFinder site and pull out statistical data which describes your neighborhood's population and which supports your marketing plan narrative. This statistical data may be related to topics such as population, income, education, and housing. The US Census American FactFinder can be found at: https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml

Question: Are there other business databases that we could use as well?

Answer: Absolutely! Some of the most popular business databases are Business Insights, Checkpoint and the Wall Street Journal as well as Business Source Complete. These databases can be accessed through the library website: https://qcc.libguides.com/az.php

The New York Times Buisness section is also an excellent resource for business research. And CUNY offers a FREE subscription to the New York Times Digital Edition to all students! To register, go to http://qcc.libguides.com/newspaper-subscriptions and look in lower right corner for section titled "Online Academic Pass Subscription to New York Times."

Question: How do I find the right category (NAICS code) for my business?

Answer: Go to the North American Industry Classification page on the US Census website:

https://www.census.gov/eos/www/naics/ In the upper left corner under "Enter keyword," enter the word which most closely describes your business i.e. restaurant, automobile repair. Then click "2017 NAICS Search." Read the results and then select the option which most closely matches your business.

Question: Do I need a title for every paragraph in an APA-style paper?

Answer: You don't need a title for every paragraph. But you do need headings to separate the different sections of the paper i.e. Potential Customers, Pricing, Promotion. These headings are centered and bolded. Purdue OWL provides a sample APA paper which may help you: https://owl.english.purdue.edu/owl/resource/560/18/

Question: Is there any website that can generate APA citations for free?

Answer: The library does not endorse any of the free citation generating software; in our experience, they can be problematic and create errors. Databases such as Business Source Complete will generate article APA citations for you; simply click on the cite icon along right margin and then copy & paste the APA citation.

Question: APA is still confusing me. Where can I go for help?

Answer: Purdue OWL APA website is an excellent resource to consult, if you have any questions about formatting your paper and your citations: https://owl.english.purdue.edu/owl/resource/560/01/

You can also contact the library for help:

- By phone - 718/631-6227
- By chat - http://qcc.libguides.com/libraryhome
- By email - askref@qcc.cuny.edu
- In-person - 2nd floor of the library building
- **Make an appointment with Prof. Wengler (718/281-5010; swengler@qcc.cuny.edu).**