

Information Literacy for Marketing Students: A Project- Based Learning Approach

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Project Based Learning

“a teaching method where teachers guide students through a problem-solving process which includes **identifying a problem**, **developing a plan**, testing the plan against reality, and reflecting on the plan while in the process of designing and completing a project” (Wurdinger, et al 2007)



PBL Process

- Students chose client
- Narrowed Research Question
- LIT REVIEW
- Methods and Instrument
- Data Analysis
- Report



Library Involvement

Library Liaison Work

- **Lit Review Focused**
 - Tutorial Videos
 - Consultations
 - D2L discussion forum
 - Chat reference “office hours” (future)



Involvement Cont'd

Library “Market Research”

- Chat/text reference usage and preference
 - Research question
 - Lit Review
 - Survey Creation



“Got out of it”

- **Students**

- Information Literacy Skills (“worthwhile lit review”)
- Experience in human subjects research
- Survey creation, analysis, etc

- **Library**

- Inroads to department
- Increased awareness of chat reference service
- Preliminary data on chat/text reference users



References

Wurdinger, S., Haar, J., Hugg, R., & Bezon, J. (2007).
A qualitative study using project-based learning in a
mainstream middle school, *Improving Schools* 10(2)
150–61. <https://doi.org/10.1177/1365480207078048>.

