

Promoting Student Growth: Inspiring Career Readiness through Live Presentations

Seeking avenues to foster deeper engagement and provide students with multifaceted feedback during student presentations, Courtney Peters, Assistant Professor of Marketing at Samford University, turned to Peerceptiv. Embracing Live Presentations, Courtney cultivates a culture of active participation in both her Principles of Marketing and Digital Marketing & Analytics courses, ensuring that each student presentation is met with the focused attention it deserves.

"I was also looking for other ways to build engagement, build learning, and give more than just one person's opinion... It's one thing when you get feedback from one person versus 30 other people, so I was trying to figure out a way to bolster my assessment of students and strengthen it."

In her Principles of Marketing course, students create presentations for two key assignments: the Real-World Integration Presentation and the verbal component of students' final project, their Personal Marketing Plan.

Real-World Integration Presentation

In the Real-World Integration Presentation, students delve into the dynamics of new or unfamiliar businesses and technologies of their choice, focusing on their ability to create, communicate, or deliver value. In each lecture class, 1 or 2 students present individually with the entire class presenting once before the end of the semester. Using Peerceptiv, students evaluate each presentation based on visuals, delivery, timing, attire, and content quality. By having students evaluate their peers, Courtney ensures students pay attention to the key components of a successful presentation. The weekly feedback process cultivates critical thinking skills and inspires students to reflect on their own presentation techniques, fostering continuous improvement throughout the semester.

Personal Marketing Plan

The experience of peer review in the Real-World Integration Presentations prepares students for the verbal component of their final assignment, the Personal Marketing Plan. The Personal Marketing Plan is a comprehensive exercise designed to equip students with the skills they need to articulate their professional narratives confidently. In a three-step process, students first create the written and visual components of their marketing plans, each submitted separately to Peerceptiv for peer feedback. At the end of the semester, students role-play a 3-minute mock interview with a classmate, focusing on delivering strong introductions and effectively communicating their value to a potential employer.

"It allows the students to see what it looks like to walk into an interview and show confidence, have an excellent introduction, and the importance of a handshake and thanking others for the time- stuff that we don't necessarily have an opportunity to teach each individual student. Students pick up [on these skills] more often when they review their classmates than if I'm the only one reviewing them."

Dr. Courtney Peters

Assistant Professor of Marketing



Brock School of Business



Portfolio Pitch

In Courtney's Digital Marketing and Analytics course, students leverage their existing personal marketing plans to create a digital portfolio with both written and visual components. Drawing from their experiences in creating Personal Marketing Plans inspires student confidence as they refine their communication skills and practice effectively showcasing their digital marketing expertise. These portfolios are then submitted to Peerceptiv for peer assessment, allowing students to receive comprehensive feedback from their peers. At the end of the semester, students complete Part 3 of the assignment, the verbal portion, which resembles the mock interview format from the Personal Marketing Plan. Students have the opportunity to pitch their portfolios to a classmate in any style they choose, while the rest of the class reviews the confidence and effectiveness of their peer's communication. By simulating real-world scenarios, this assignment equips students with invaluable skills for navigating professional environments and presenting their ideas with clarity and conviction.

"[Peerceptiv has] helped me evaluate my rubrics... Looking at everyone's feedback, I would see consistent comments about certain things that I implemented this semester into my rubrics... There hasn't been a semester yet that I've used the same [rubric]. I continually take in information [from Peerceptiv] to make updates and changes to my assignments. I think they've gotten better as time's progressed."

Peerceptiv allows Courtney to review right alongside her students during each presentation, improving objectivity in evaluations. This also helps Courtney to glean valuable insights for refining her teaching methods and assessment criteria. By analyzing valuable learning data provided through peer assessment, Courtney can identify areas for improvement in her rubric criteria and adjust her course structure accordingly.



"We do a debrief at the end of the semester. What did you learn from [the peer review] process? What helped you? Last semester, I heard it again and again from students, 'It made me recognize things I could do better in my presentations.' "