Creating Advertising & Marketing Classes to Motivate the Millennial and Generation Z Cohort

Erika Grodzki, professor of advertising, social media and public relations
Stefanie Powers, associate professor of multimedia journalism
Andrew Burnstine, associate professor of marketing
Lynn University
It is no surprise that today’s students are distracted by social media platforms. Research indicates that today’s college students often find coursework repetitive and, at times, uninteresting. It is difficult for instructors to keep millennial and Generation Z students engaged.
Research

- Researchers in this study utilize secondary research to investigate the problem.
- Differences between the generations are first discussed.
Differences

The generations are distinctive. Millennials grew up with technology and are considered “digital pioneers” while Generation Z members are “digital natives” and fully embrace technology (“Millennials vs. Generation Z: How Do They Achieve Success in The Workplace?” 2018). The findings from research indicate that different strategies must be employed for each group. This can cause a challenge for instructors as they are teaching both generational cohorts simultaneously. Overall, it is essential to emphasize practicality and innovation in the coursework. It is also vital that instructors have an awareness of current industry standards and integrate experiential learning practices in the classroom.
Baby Boomers

- Mass
- Commercial
- Global
- Generic
- Prestigious
- Status

Millennials and Gen Z

- Locally-sourced
- Ethically made, with fair Salaries
- Environmentally friendly
- Artisanal
- Authentic
- Experiential
Store Closings
Payless ShoeSource - 400 stores
JC Penney - 138 stores
Macy's - 68 stores
Sears and K Mart - 150 stores
HH Gregg - 88 stores
Abercrombie & Fitch - 60 stores
Guess - 60 stores
The Limited - 250 stores
Wet Seal - 171 stores
American Apparel - 110 stores
BCBG - 120 stores
GameStop - 150 stores
Radio Shack - 550 stores
Staples - 70 stores
CVS - 70 stores
How could advertising and marketing instructors provide a better learning environment for millennials and generation z?
TAPPING INTO THE BRAINS OF PROSPECTIVE STUDENTS

01. Overwhelmed by the application process
35% of students apply to 6+ schools
35% of students feel overwhelmed by the application process
Only 56% of students attend their first choice

02. Worried about financing
77% have financial support from parents
3/5 students who have concerns about financing college

03. Early decision becoming a bigger factor
65% say academic rep is most important
2.5x more students use early decision since it debuted in 1999

04. Less experience socializing face-to-face
44% of students rank social activities as an important factor in their decision process
27% of students who spend 5 hours on social media

05. Undergrad is the first step in long process
Bachelor's degree is the new high school diploma
14% of students who require bachelor's degree by 2022
86% of students go to college to get a better job
77% of students plan on getting advanced degree

Generation Z as Prospective Students
According to Pew Research Center (2015) they spend twice as much time as boomers on self-care (dieting, therapy, working out), more likely to have a bachelor's degree (2016), to live at home longer, more liberal
Understanding Millennials

High-tech generation (Norum, 2003)

Status is important to this cohort (Eastman & Liu, 2012)

Concerned with social responsibility and environmental issues (Barber, Taylor & Dodd, 2009; Smith, 2012)
Understanding Gen Z

Generation Z consists of those born between 1995 and 2012 (Twenge, 2017).

Generation Z adolescents is concerning considering the dramatic increase in the amount of time these students spend using technology. Social media platforms, search engine accessibility, and a multitude of applications, have further added to obsessiveness as well as distractions from habitual interactions.

With advances continuing to increase, it is critical to acknowledge the psychological effects that technology will have on the cognitive development of this generation of adolescent students.
Generation Z

Youtube is U.S. Teens' Number One Online Platform
Share of respondents who use the following online platforms

<table>
<thead>
<tr>
<th>Platform</th>
<th>Used by</th>
<th>Most-often visited by</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>32%</td>
<td>85%</td>
</tr>
<tr>
<td>Instagram</td>
<td>12%</td>
<td>72%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>35%</td>
<td>69%</td>
</tr>
<tr>
<td>Facebook</td>
<td>10%</td>
<td>51%</td>
</tr>
<tr>
<td>Twitter</td>
<td>3%</td>
<td>32%</td>
</tr>
<tr>
<td>Tumblr</td>
<td>1%</td>
<td>9%</td>
</tr>
<tr>
<td>Reddit</td>
<td>1%</td>
<td>7%</td>
</tr>
<tr>
<td>None</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

* deviation from 100% is due to roundings
Based on a survey of 743 U.S. teens (aged 13-17) conducted between March and April 2018
Source: Pew Research Center
Gen Z

Parents of generation Z students are more familiar with technology than parents in older generations. In addition, generation Z parents grew up with many social and economic hardships including an unstable economy and financial insecurities.

Additionally, generation Z adolescents are doing many adult activities (that are normally experienced in adolescence) later on than adolescents in previous decades.
How could advertising and marketing instructors provide a better learning environment for millennials and generation Z?

- Be aware of their privacy concerns
- Rely on articles and materials that can be easily accessed online
- Let them use their technological devices
- Give them autonomy and freedom
- Allow them to learn by observation or experiential practice
- Allow students to write and communicate in new ways
- Teaching approach, avoid long lectures, flip the classroom, try to personalize
- Online and in-class materials, provide a seamless transition between the two
- Classroom space should be clean, bright and organized


Thanks for your attention