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ABSTRACT

Online courses have become an important educational delivery tool for institutions of higher learning throughout the world. While popular among students and administrators, many faculty members have expressed concerns with online courses. Therefore, this paper highlights online team teaching as a potential solution to concerns harbored by faculty members. In particular, we discuss the planning, coordination, and implementation of a graduate online team taught marketing course and offer an instructional example to alleviate some of the issues with online teaching. Importantly, this paper explores online team teaching from the perspective of marketing faculty and outlines positive educator outcomes associated with the development of a team taught marketing course. This paper illustrates that online team teaching can substantially reduce the concerns harbored by faculty teaching online courses through advanced planning, proper coordination among the faculty members, and input from the involved faculty, administrators and technical staff.

ABOUT THE AUTHORS

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