Georgia Southern University

Digital Commons@Georgia Southern

Association of Marketing Theory and Practice Proceedings 2013

Association of Marketing Theory and Practice **Proceedings**

2013

Online Learning: Best Practices and Online Technologies

Anita H. Whiting

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/amtpproceedings_2013



Part of the Marketing Commons

This conference proceeding is brought to you for free and open access by the Association of Marketing Theory and Practice Proceedings at Digital Commons@Georgia Southern. It has been accepted for inclusion in Association of Marketing Theory and Practice Proceedings 2013 by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.

Online Learning: Best Practices and Online Technologies

Anita H. Whiting

Clayton State University

ABSTRACT

This session seeks to provide a forum for discussing online technologies and best practices in online learning. Session seeks to provide an opportunity for faculty to discuss what strategies have worked well in their online classes and what obstacles they have encountered while teaching online. Session will also foster discussion about online technologies that faculty prefer to use and the benefits they gain from these technologies. Overall, session will help faculty learn more about how to be successful in the online classroom.

ABOUT THE AUTHOR

Anita Whiting is an Associate Professor of Marketing at Clayton State University. She received a Ph.D. in marketing from Georgia State University. She has published in *The International Journal of Research in Marketing, Journal of Service Research, Journal of Services Marketing, and International Business: Research, Teaching, and Practice.* Her expertise and research interests are in Services Marketing.



1