

Marketing College Blog (<http://marketingcollege.blogspot.com>)

Frequently Asked Questions (FAQ)

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Nature of Blog

1. *How would you describe this blog?*

This is a community of marketing professors, students and practitioners. This is a group blog where a group of individuals participate to author content.

2. *What would appear on this blog?*

The community members will dictate content. They can post anything that is of interest to them. The moderator reserves a modicum of discretion to remove content that is offensive or objectionable. However, contrary views are welcome.

3. *Is this blog affiliated with any organization?*

No. It is not. It is an independent blog. The moderator is Sandeep Krishnamurthy (<http://faculty.washington.edu/sandeep>). The content is dictated by the community.

Joining

1. *How do I join?*

If you wish to participate, please email Sandeep at sandeep@u.washington.edu. He will send you an invitation. Click on the invitation and follow the steps to join. As soon as you accept the invitation, you will have author privileges. You can start posting. See posting guidelines for what to post and how often to post (<http://faculty.washington.edu/sandeep/d/postguide.pdf>).

You will have to obtain a free Blogger account (<http://www.blogger.com>) to participate.

2. *I want to sign up anonymously. Is this possible?*

Technically, you can sign up pseudonymously- i.e., you can choose another identity. The moderator will be the only one with this knowledge and will keep it confidential.

3. *I am excited by this initiative. I want all my MBA students to sign up. Could you enroll them as a group?*

We should be able to do this. However, please make sure the students who contribute are motivated to participate. You can always encourage students to post comments on a blog post.

4. *I have three interesting blogs that I would like to publicize through this space. How do I do that?*

You could either add the links to your Blogger profile or you could work with the moderator to get this done.

Participation

1. *Who can participate?*

This is a community of marketing professors, students and practitioners. If this describes you, you are welcome to participate.

2. *I live outside the US. Can I participate?*

Of course. We invite global participation.

3. *I have never blogged before. Could you help?*

Blogging is now a global trend. Welcome to this global community! Visit blogger.com and obtain a free account to get started. This is a reasonable introduction to this phenomenon- <http://www.unc.edu/~zuiker/blogging101/>.

Teaching/Pedagogy

1. *I want to integrate this blog in my education efforts. How do I do that?*

There are very few constraints at this point. Feel free to be creative when integrating this blog. Some suggestions-

- You could ask students to post comments on others' posts.
- You could ask students to sign up voluntarily and get them to post.
- You could work with the moderator to enroll your entire class (use with caution).

Style

1. *What should a typical post look like?*

You determine the way a post looks like. Successful posts tend to have images, links and videos. They also have original writing and personal accounts.

2. *Plagiarism.*

Bloggers frequently excerpt from publicly available articles. When you do so, please provide the original source and indicate that it is an excerpt. It is better to be fussy about this than not.

Other questions

Email Sandeep at sandeep@u.washington.edu if you have other questions.

Happy Blogging!