



SERVICE LEARNING AND CIVIC ENGAGEMENT THROUGH HIGHER EDUCATION

**AARON GLEIBERMAN | LOUISIANA STATE UNIVERSITY**

## **CARES: A FRAMEWORK FOR LOCAL BUSINESS COLLABORATION IN MARKETING**

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### **ABSTRACT:**

CARES is a partnership framework under utilization in the undergraduate Advanced Digital Marketing class at Louisiana State University. CARES, an acronym for "content, automation, research, engagement, and strategy," was developed during interviews with local marketing managers in partnership with the Sales and Marketing Executives of Greater Baton Rouge. Students are tasked with using one or more of the pillars of CARES to develop a research project and/or partnership with local brands.

### **THEMATIC FOCUS:**

**Floods and Droughts: Too much of one thing, not enough of another. How complimentary partnership can fill the gaps.**

### **BIO:**

Aaron Gleiberman is Senior Marketing Instructor at Louisiana State University. Aaron has been actively engaged in education in the south since his undergraduate and graduate degree programs at Tulane University in New Orleans. His research includes publications in relationship marketing, sales, corporate social responsibility and others. He mentors undergraduate students on original research in independent study courses and honors theses. As part of his Advanced Digital Marketing course, students reach out to local businesses for agreement to "act" as social media marketing and digital Brand Managers. He lives in Baton Rouge with his wife and too many pets.

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