Faculty Technology Fellowship Proposal

Submitted by

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Project Focus & Technology Application

This project will develop a comprehensive teaching toolkit focused on social media and digital analytics in the hospitality and tourism industry. The toolkit will emphasize how organizations can use free and accessible platforms such as Google Trends and Social Blade to track brand visibility, customer engagement, and emerging online behaviors. Students will learn how to compare hospitality brands, evaluate regional and global patterns, and reflect on how social media presence influences consumer decision-making. By connecting practical analytics tools with classroom discussions, the project will bridge theory and application in a simple and accessible way.

Intended Role in Rosen Tech Labs

As part of this fellowship, I will introduce the toolkit into selected classes and encourage students to engage with it through Rosen's technology labs. While the primary focus will be the integration of social media analytics, I will also explore opportunities to connect with other labs such as the AI Lab, where issues of digital engagement and customer interaction overlap. The lab sessions will not require significant new resources, but they will provide students with practical, hands-on opportunities to explore the use of digital tools in hospitality education and research.

Expected Outcomes

• A concise teaching module consisting of lecture slides, examples, and step-by-step instructions.
• A digital case activity comparing the online performance of two or more hospitality brands, using metrics like audience reach, engagement, and content trends.
• A ready-to-use student assignment template that faculty members across the college can easily adapt and implement in their own classes.
Collectively, these outcomes will provide long-term value by offering Rosen faculty a practical, flexible set of teaching materials while enhancing the student learning experience.

Alignment with College Strategic Goals

This project strongly supports Rosen College's commitment to preparing students for a technology-driven workforce. It strengthens student digital literacy by equipping them with analytical skills directly relevant to industry needs. It also enhances teaching by providing faculty with reusable, adaptable content that can be shared broadly across programs. Finally, it positions Rosen as a leader in digital and technology-integrated hospitality education, showcasing innovation in the use of free, industry-relevant tools. The combination of teaching innovation, student engagement, and applied industry focus makes this project aligned with the fellowship's purpose and the college's broader strategic goals.