



Reality Macroeconomics: Employing “Breaking News” from *The Wall Street Journal* in Macroeconomics Class

ERWIN F. ERHARDT, III, PHD.

ASSOCIATE PROFESSOR—EDUCATOR

UNIVERSITY OF CINCINNATI



2008 – Introduction of *The Wall
Street Journal* into class

SUMMER SESSION (SIX WEEKS) 2008



Rationale for expansion: Discover
Economics at work; discover your
area of interest

LINDNER COLLEGE OF BUSINESS



*The Wall Street Journal: Your most
affordable text*

\$15.00 PER SEMESTER



Theme number one: The FED

WHEN WILL THEY RAISE THE RATE?



Theme two:
Are we more prosperous?

“HOUSEHOLD WEALTH SETS RECORD!”



The World Economic Slowdown

CHINA: FRONT AND CENTER



Spending Power of Americans

20 YEARS LATER....



Merger Mania

AB INBEV, WALGREENS, AND GE/ELECTROLUX...



The International Auto Industry Crisis

G.M., V.W., AND TOYOTA....



Other Macro topics...

BANKS TO ENERGY TO CON-AGRA...



Concluding thoughts on using *The Wall Street Journal*

A TOOL OF STUDENT ENRICHMENT—AND SOMETIME REWARDING
MOMENT FOR THE PROFESSOR