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What Students Say...

When it comes to educating and inspiring students, I adhere to the following five principles:

1. Deliver substantive and relevant content in an engaging manner
2. Provide an inclusive but not necessarily comfortable learning environment for students to question and be questioned
3. Teach from the heart
4. Help students to discover and believe in themselves
5. Always be humble

I demonstrate the pragmatism of marketing knowledge during my classes by highlighting the significance, value, and relevance of marketing to everyday matters as presented in newspaper articles, everyday products, music, and movies; giving students insights into the seamless connection between concepts and their applications. Experiential learning is gleaned from company visits and participating in case competitions organized for my module.

"I feel that the most important thing about teaching is firstly, to be able to engage the students. Secondly, the teacher should be able to effectively carve concepts into the students' minds, making them easy to understand and integrate. Thirdly, the teacher should be approachable. This professor has accomplished all of the above."

"Very passionate in her teaching and is engaging as well. Includes real life examples and also shares her stories during class. I find her to be very inspiring and she has piqued my interest in this subject."