

## **My teaching philosophy**

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My teaching philosophy, in a nutshell: teaching complex material in a down-to-earth and entertaining manner. I expect my students to work hard, study well and produce high quality output, while I give them plenty of resources and attention.

I design my courses with the purpose of illustrating to students both the elegance and complexity of the marketing discipline. Students often have a wide host of misconceptions (marketing = sales, or marketing = advertising, or “I shop and watch TV hence I know what marketing is”, and my favorite: “marketing is all fluff”) and I work diligently to change them. I am a big believer in both theory and application so I incorporate in my lectures results from recent publications in marketing and related areas (mainly psychology and economics), as well as ways companies employ them.

I believe we are here not only to teach our students the subject matter but also to help them in any way we can. For that reason I teach students who take my advanced course in Consumer Behavior about consumer financial literacy, I have an open door policy in which students can come anytime and talk to me about (almost) anything. I write tons of recommendation letters, and use my network of faculty here and at other schools and industry professionals to help connect my students.