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Teaching Philosophy

My teaching philosophy is driven by the belief that interaction between lecturer and students provides better education. Even in larger lectures (with 70+ students) I try to include points for discussion, practical examples or cases for the students to work on.

Overview of teaching experience

2017-2018: Analysis of markets and communication, Undergraduate-level, Economics and business administration, University of Southern Denmark, written exam paper.

2017-2018: Market analysis, Undergraduate-level, Business, language and culture, University of Southern Denmark, written exam paper.

2016-2018: Advanced Marketing Communication, Master level, Cand.Merc., University of Southern Denmark, written exam paper.

2017: Consumer Behavior, Undergraduate-level, Business, Language and culture, University of Southern Denmark, written exam paper.

2016: Introduction to Business Economics with Entrepreneurship, Undergraduate-level, Business, Language and culture, University of Southern Denmark.

Guest lecturing in: Marketing, Brand Management, Marketing and strategic communication