

Anuja Pradhan  
Institut for Virksomhedsledelse (IVL)  
Consumption, Culture and Commerce (CCC)  
**E-mail:** apra@sam.sdu.dk  
**Telefon:** +4565502707

## Teaching Portfolio

### Overview

I have five years of teaching experience, including presently teaching at the University of Southern Denmark (SDU) and previously at Lancaster University. My teaching has included Masters' consumer research courses such as Consumption Studies, Bachelors' mainstream marketing courses such as Introduction to Marketing, communication courses such as Advanced Marketing Communications, and anthropological courses such as Global Consumer Cultures. I am an Associate Fellow of the Higher Education Academy (UK). Additionally, I co-host the Tales of Consumption podcast with my colleague, Alev Kuruoglu. We have developed this podcast as a digital pedagogical tool to help our students reflect critically on the various subjects taught across our programmes.

### Teaching Philosophy

My teaching philosophy is based on three key tenets – 1) pursuing research-based teaching, 2) facilitating engagement and learning through media resources, and 3) supporting students' mental health and wellbeing to the best of my ability.

Through my lectures and assigned readings, I encourage students to think critically, challenge the dominant and mainstream marketing views, and develop intersectional thinking that considers multiple and often marginalised views of society and consumption. I seek to assign the latest and most theoretically relevant as well as contextually interesting research articles for postgraduate courses and advanced undergraduate courses. Additionally, I assign text book chapters as well as case studies where relevant. I also include robust journalistic pieces, academic podcasts, and illustrative youtube videos as supplementary course materials for those students who are interested in furthering their knowledge. Finally, I include multiple 'real world' examples in my lectures to facilitate applied learning. I believe these media resources and examples go a long way in making learning informal, relatable, and fun, which are the main characteristics of my lecturing style.

I have endeavoured to support students' mental health and wellbeing by posting encouraging and motivational messages to keep them engaged with the course and assure them of my identification and appreciation of them as individual students and not just a faceless cohort. This is evidenced by student comments in my course evaluations. I provide emotional and academic support through email correspondence and meetings to assure students of their ability to engage with the course material, as well as pursue their long-term career goals. I also direct students to official counselling services and other such guidance as often as possible so they feel thoroughly supported by university.

### Teaching Qualifications

I am an Associate Fellow of the Higher Education Academy (UK). This fellowship is achieved by completing a course that includes workshops, peer assessments, collecting student evaluations, as well as developing a 10,000-word teaching portfolio as the final assessment.

### Teaching Experience at SDU:

My teaching responsibilities include delivering lectures, assessing coursework, and marking exams. I have been co-teaching the following courses since spring 2020:

- Consumption Studies (Masters' Course)
- Advanced Marketing Communication (Masters' Course)
- Global Consumer Cultures (Bachelors' Course)
- Marketing Across Cultures (Masters' Course)
- Marketing and Strategic Communication (Bachelors' Course)

### Administration Responsibility:

I am course responsible for Advanced Marketing Communication (Masters' course) as well as Marketing and Strategic Communications (Bachelors' course)

### Supervision:

I supervise Masters' theses as well as internships and seminar papers. I also supervise Bachelors' anthropological fieldwork as well as theses.

### Teaching Experience at Lancaster University:

I have been a Graduate Teaching Assistant at Lancaster University from October 2015 – July 2019. In this role I have been responsible for delivering seminars, assessing coursework, and marking exams on the following undergraduate courses:

- Critical and Creative Communications (2017-19)
- Marketing 101 (2015-19)

- Advertising (2017-18)
- Consumer Behaviour (2016-17)

#### Supervision at Lancaster University:

I have supervised two final year Bachelors' research consultancy group projects. This supervision has involved mentoring and assessing students as well as interacting with local businesses and understanding their marketing and business problems.

#### Guest Lectures at SDU:

Prior to being employed by SDU, I have been invited to give the following guest lectures on the Anthropology course (MMA), Globalisation of Markets course (Masters level) and Marketing Across Cultures (Masters level):

- The Indian Caste System and Marriage
- Acculturation and Ethnic Identification
- Ethnic Identification among second-generation migrants

#### Assessments

I have experience with evaluating coursework for all the courses I have taught in formats such as essays, creative briefs, presentations, and research proposals. Additionally, I have been responsible for marking written as well as oral exams for these courses.

#### Study Programme Development

I have been involved with updating the syllabus for Consumption Studies and introducing several new lectures to the course. Additionally, I have completely revised the programme structure, content as well as assessments for Advanced Marketing Communications.

#### Teaching Materials

I co-host and develop the Tales of Consumption Podcast, which can be found here: <https://www.spreaker.com/show/tales-of-consumption>

I have co-authored the following published case study:

Pradhan, A. & Cocker, H. (2019) "Routes to heritage: Acculturation among second-generation British Indian women" Case Study in Solomon, M., Askegaard, S., Hogg, M.K. and Bamossy, G. (eds) Consumer Behaviour A European Perspective. Pearson: Harlow, 573-575.