

Teaching portfolio

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Teaching philosophy

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Teaching methods

My teaching methods include a) interactive lectures as well as diverse forms of seminars including student presentation, guest lectures, group work, and critical opponent activities as well as b) supervision of diverse forms of written assignments including regular feedback and mentorship meetings as well as student colloquia. Within my courses, I am primarily applying various exam forms such as written exams, oral exams, written reports, and student presentation.

Teaching experience

Within the education portfolio at the Department of Sociology, Business and Social Sciences (SEBE), I am taking responsibility for study programs (e.g., currently line responsible M.Sc. Marketing and Innovation and M.Sc. Marketing, Social Media, and Digitalization; before line responsible B.Sc. Sport and Event Management) as well as various courses at M.Sc. and B.Sc.-level (e.g., being course responsible for eight master and bachelor courses). This also includes the regular creation of new courses such as "Event Management 2" in Autumn 2015 or "Consumer Behavior in Sport and Event Markets" in Spring 2018. On PhD-level, I am further serving as PhD-coordinator at SEBE since 2015 including the organisation of internal PhD-workshops and junior-researcher-seminars. Regarding my pedagogical competences, I have received the "venia legendi" in business sciences in 2014 from the University of Hamburg (Germany), which provides the official permission to teach lectures at German universities. Furthermore, my "Teaching in English" competences were evaluated with C2 by SDU in November 2015.

Undervisning og vejledning

Brand Management

Schnittka, O.
01/09/2013 → 31/01/2018

Brand Management

Schnittka, O.
01/09/2018 → 31/01/2020

Business to Business Marketing in an International Perspective

Schnittka, O.
01/09/2020 → 31/01/2021

Buyer Behavior

Schnittka, O.
01/09/2015 → 31/01/2018

Buyer Behavior

Schnittka, O.
01/09/2013 → 31/01/2015

Buyer Behavior

Schnittka, O.
01/09/2018 → 31/01/2019

Consumer Behavior

Schnittka, O.
01/09/2019 → 31/01/2022

Consumer Behavior in Sports and Event Markets

Schnittka, O.
01/02/2018 → 30/06/2018

Consumer Behavior in Sports and Events Management

Rezvani, Z. & Schnittka, O.
05/02/2018 → 20/06/2018

Event Management 1: teori og metoder

Schnittka, O. & Reimer, T.
01/02/2020 → 31/08/2022

Event-Management 2 - planlægning, praksis og evaluering

Schnittka, O.
01/09/2015 → 31/01/2018

Event-Management 2 - planlægning, praksis og evaluering

Schnittka, O.
01/09/2018 → 31/01/2022

Forbrugeradfærd i sport og events

Schnittka, O.
01/02/2020 → 31/08/2022

Internship

Schnittka, O.
01/09/2016 → 30/06/2017

Marketing Strategy

Schnittka, O. & Yang, Y.
01/09/2013 → 31/01/2018

Marketing Strategy

Schnittka, O. & Yang, Y.
01/09/2018 → 31/01/2020

Master thesis practice: Data analyses in Marketing, Social Media, Digitalization, Sports and Events

Schnittka, O.
01/02/2023 → 31/08/2023

Ph.d. Co-supervisor: Events as a Strategic Imaging Tool For City Branding

Schnittka, O.
01/12/2012 → 13/04/2016

PhD-supervision: Managing Visitor Satisfaction of Visitor Attractions

Schnittka, O.
01/05/2016 → ...

Project-oriented Study in an organization

Schnittka, O.
01/02/2019 → 31/08/2021

Quantitative Market Research Methods

Schnittka, O.
01/02/2020 → 31/08/2020

Seminar: Consumer Behavior and Marketing in Sport and Event Markets

Schnittka, O.
01/09/2016 → 31/01/2017

Seminar: Consumer Behavior and Marketing in Sport and Event Markets

Schnittka, O.
01/09/2018 → 31/01/2020

Seminar: Empirical Analyses of Consumer Behavior

Schnittka, O.
01/09/2020 → 31/01/2023

Seminar in Marketing and Innovation

Schnittka, O.
01/02/2017 → 30/06/2017

Seminar in Marketing and Innovation

Schnittka, O.
01/02/2019 → 31/08/2020

Seminar in Marketing, Social Media, and Digitalization

Schnittka, O. & Sohn, S.
20/04/2020 → ...

Seminar in Marketing, Social Media, and Digitalization

Schnittka, O.
01/02/2020 → 31/08/2022

Social Media Networks and Marketing Communication

Horbel, C. & Schnittka, O.
01/09/2018 → 31/01/2021

Sports and Eventmarketing

Schnittka, O.
01/02/2014 → 30/06/2017

Topics in Marketing, Innovation, Sports and Event Management

Schnittka, O., Feddersen, A. & Solgaard, H. S.
01/09/2015 → 31/01/2018

Topics in Marketing, Innovation, Sports and Event Management

Schnittka, O.
01/02/2019 → 31/08/2020

Topics in Marketing, Social Media, Digitalization, Sports and Event Management

Schnittka, O. & Sohn, S.
01/09/2020 → ...

Topics in Marketing, Social Media, Digitalization, Sports and Event Management

Schnittka, O.
01/09/2022 → 31/01/2023

Topics in Marketing, Social Media, Digitalization, Sports and Event Management

Schnittka, O.
01/02/2023 → 31/08/2023

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