

Teaching portfolio

Prof. Dr. habil. Oliver Schnittka
Professor of Marketing
Department of Sociology, Environmental and Business Economics
Markets, Organization and Behavior (MOB) Research Group
Email: oliver@sam.sdu.dk
Phone: 65504230



Teaching philosophy

In my teaching my main interest lies in bringing academic knowledge to the classroom such that students acquire the relevant tools and concepts necessary to make informed decisions as employees and managers of private and public corporations. Thereby, I strongly base my courses on a research-based teaching approach complemented with a clear practical relevance. First, this exemplarily includes the implementation of latest research articles and industry evidence/cases as well as the invitation of guest researchers and industry managers in my courses. Second, I am educating students as early as possible in their study program in deriving research questions of high research and managerial relevance (e.g., additional written reports in 2nd quarter M.Sc.-lecture "Consumer Behavior"), which later provides the main asset for an impactful seminar report, bachelor, or master thesis. Moreover, my aim is to achieve the highest potential level of research relevance of master theses such that the results have the potential to be published in international, peer-reviewed journals/conference proceedings. Third, I strongly support students by carrying out their own empirical research projects not only in master and bachelor theses, but already at very early stages in the bachelor education (e.g., in Event Management 2). Specifically, they should implement prior achieved knowledge regarding research theories and methods within their own empirical research projects of high managerial relevance and individually organize, process, and monitor the research process. Although I am responsible for nearly all my courses alone, I am also offering single courses with other colleagues (e.g., M.Sc.-seminar "Sport and Event Management" with Professor MSO Arne Feddersen, PhD-course "Research Designs for Causal Inferences in Social Sciences" with Professor Dominik Papiés) to gain further experience in potentially different teaching methods and approaches.

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 organization 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.

Teaching and supervision

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 Event Markets

Schnittka, O.
01/02/2020 → 31/08/2022

Consumer Behavior in Sports and Events Management

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

Event Management 1: theories and methods

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

Event Management 2 - planning, implementation, and evaluation

Schnittka, O.
01/09/2015 → 31/01/2018

Event Management 2 - planning, implementation, and evaluation

Schnittka, O.
01/09/2018 → 31/01/2022

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.
01/02/2023 → 31/08/2023

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