

## **UndervisningsCV**

My teaching portfolio covers 15 years of teaching experience, of which 12 are from the private sector and 3 from university education. Throughout these years I have coached and educated employees in personal selling and marketing practices in medium to large size Danish business in the ICT sector. At University of Southern Denmark, I have taught courses in the area of marketing and consumer research, some more theoretical in nature, and others with a more applied, or methodological orientation. I also have experience in supervising students at M.Sc. and undergraduate level. Learning has always been a strong element in my professional engagements, and I am passionate about teaching others.

## **Formel pædagogisk uddannelse**

Kursus i undervisningspædagogik (SDU, 2013)

## **Erfaring med undervisning**

I have taught several different courses since I started teaching.

Marketing and Strategic Communication (MMA program), BA level

International Project Management (MMA program), BA level

Marketing (HA program), BA level

Brand Management (HA program), BA level

In addition, I have supervised a number of BA and Master thesis students, as well as consumption related seminars in Business Economics.

## **Undervisningsmetoder**

In addition to conventional lecturing and small-group tutoring, I have experience with problem-based learning, case study teaching, research-based learning and multimedia student participation in learning. I have also experimented with and incorporated several different types of team-building exercises in my teaching, with good success - this have allowed me to challenge some of the norms that govern university teaching.

## **Teaching philosophy**

My philosophy of teaching is based on a community of learners, to bring out the best in people and to bring people together in an atmosphere of playfulness, trust, mutual acknowledgment and questioning pursuit. In this creative atmosphere, students work in large and smaller groups to solve complex problems together as they learn experientially.