

TEACHING PORTFOLIO

My teaching portfolio covers 15 years of teaching experience at various levels of university education (PhD MSc, executive education, MBA and BA) in diverse cultural contexts. Throughout these years I have mostly 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 have extensive experience in supervising students at the doctoral, M.Sc. and undergraduate level. While often challenging, these teaching experiences have made a positive contribution to my professional life, and importantly shaped my research and teaching philosophy.

Formal education in teaching methods and pedagogical practice. I have successfully met the national requirements for formal pedagogical education at the assistant professor level (passed in 2008) and associate professor level (passed in 2012) at Faculty of Economics, University of Ljubljana (EQUIS, AACSB and AMBA certified). These requirements included 38 hours of pedagogical training, evaluation and supervision of lecturing performance. Pedagogical training included activities such as workshops on case study-based education, problem-based learning, handling teacher authority in class, use of debate techniques in class, advanced use of spread-sheet software in teaching, thesis supervision and dealing with plagiarism.

Teaching experience. My teaching experience has been amassed through 3 and a half years of work as associate professor at University of Southern Denmark (SDU), 1 year as postdoc at SDU, 3 years as visiting lecturer at Copenhagen business school, 10 years as assistant professor, full-time teaching assistant and part-time lecturer at University of Ljubljana, Faculty of Economics (FELU) and occasional lecturing as a visiting professor at Vienna University of economics and business (VUEB, 2009, 2010, 2011) and ISM University of Management and Economics (Vilnius/Kaunas, Lithuania, 2012). During this years, I have accumulated extensive experience in running and teaching doctoral courses and seminars (Seminar for International doctoral school in consumer culture theory – SDU, course on Consumer behavior – FELU, workshops for doctoral students in France, Finland and England), running and teaching MBA and master's courses (Marketing across cultures & Consumption studies- SDU, Socio-cognitive science of branding – CBS, Qualitative marketing enquiry - FELU), Consumer behavior - FELU, MBA track in Skopje and Ljubljana, Consumer behavior in global environments - FELU), E-marketing - FELU, Advertising – FELU, Leadership – VUEB), undergraduate courses (Consumer behavior - FELU and ISM), Marketing communication (FELU), Marketing principles (FELU), Retail marketing (FELU), Cross-cultural communication (FELU, VUEB). I have also supervised a large number of theses, including 3 doctoral theses (2 as primary supervisor) and more than 100 Master's and Bachelor's thesis, and been involved in various forms of managerial education (e.g., pharmaceutical companies, retailer sector). Tests and exams I have extensive experience with examination of various forms (essay, multiple choice, take-home and oral exams) used with large (e.g., 300 students), mid (60-120 students) or small size classes (8-20). I also have some experience with administering examinations in the form of multimedia reports (i.e., student-generated videos).

Teaching methods. In addition to conventional ex-cathedra 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 am one of the coauthors of Cutting-edge Social Media Approaches to Business Education (Information Age Publishing, 2010). While I like to try out new methods of teaching, I have over the past years learned to be careful not to experiment with methods purely for the sake of novelty or fashion. My main criteria in making methodological choices are the teaching principles listed above.

Study program development I have actively participated in the creation of the bachelors and masters Marketing program (English track) at FELU by developing three courses: Consumer behavior (bachelors), Consumer behavior in global environments (masters), Qualitative inquiry in marketing (masters). I have developed a doctoral course on Consumer behavior (University of Ljubljana), and undergraduate courses on Consumer behavior (ISM University of Management and Economics) and undergraduate course on Social marketing (University of Ljubljana). During my years at SDU and as a visiting lecturer at CBS, I have revised and updated the following courses: Marketing across culture (course responsible, revising the content and structure of the course, developing a midterm assignment), Consumption studies (course responsible, revising the content and structure of the course, developing a midterm assignment), Socio-cognitive science of branding (revising the topics covered and the midterm assignment).

Problem-based learning. I have coordinated and supervised more than 60 problem-based learning projects that have connected companies with student teams working on the companies' marketing problems in the areas of retailing marketing strategy (2009) and marketing communication strategy (2009, 2010, 2011, 2012). I have also participated in an international ERASMUS Intensive program, where I worked with an international team of professors, mentoring student projects on marketing communication for the MOTI museum (2012, Breda, Netherlands).