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## FORMAL EDUCATION

2013-2014 University of Southern Denmark's Lecture Training Programme  
2008 Danish Educators Workshop, The International Classroom, University of Minnesota

## TEACHING EXPERIENCE

I finished University of Southern Denmark's Lecture Training Programme in 2014, but I have effectively been teaching at universities since 2007 as external lecturer, Ph.D.-student, and Assistant Professor. I have experience teaching both bachelor and master level classes in courses covering marketing communication, cultural theories, qualitative methods, and gender. In line with University of Southern Denmark's pedagogical principles of Active Learning, I am inspired by theories on 'the co-producing student'. My classes are highly interactive and the students spend considerable time developing their own projects in class. The aim is to stimulate student reflection and higher learning in order to achieve learning beyond submitting an exam paper.

**TEACHING METHODS** My teaching is first and foremost research based, which means that I actively involve my students in the research projects that I am carrying out. As I teach classes of 120-130 students, all students cannot be involved in my ongoing research projects, and I therefore involve my industry collaborators in the classroom to ensure that students become engaged with relevant research issues. Further, Involving industry partners also facilitate a direct link between theory discussed in class and the issues that the industry is currently facing. An important reason for my teaching focus on the co-producing student is that it is important to teach students generally applicable skills beyond the specific content of the course. For example, when writing a marketing paper, the student learn both about marketing, but also about structuring an academic argument, theoretical reasoning, coherent writing, and meta-reflections on their own process. It is important to stimulate general skills as much as the specific content of the class, since these are the skills students can use to maintain their learning also later in their work life. As part of my teaching I integrate e-learning tools when relevant. For example in large classes I work with Socrative to enhance interactivity and discussion. In classes where students participate in feedback groups I use e-portfolios to facilitate and motivate constructive feedback and critical self-reflexivity on the students' own writing.

**OVERVIEW OF TEACHING EXPERIENCE** Courses: 2016 - MBA course, Service Marketing, GISMA, Maastricht School of Management  
2012- Advanced Marketing Communication, Marketing and Management, University of Southern Denmark, MA-level, written exam paper  
2012-2013 Qualitative Methods for Media Studies, Media Studies, University of Southern Denmark BA-level, written exam paper  
2012-2013 Målgrupper og Smagskulturer, Media Studies, University of Southern Denmark BA-level, written exam paper  
2012 Aktuell Mediebrug, Media Studies, University of Southern Denmark, BA-level, written exam paper  
2010 Sociale Medier, Konvergens og Prosumers, Media Studies, University of Southern Denmark, BA-level, written exam paper  
2007-2008 New European Ideas, Department of Language and Business Communication, Aarhus School of Business, MA-level, written exam paper  
2007-2008 Qualitative Methods, Department of Language and Business Communication, Aarhus School of Business, BA-level, written exam paper  
2007 Consumption, Society, and Market Department of Language and Business Communication, Aarhus School of Business, MA-level, oral exam  
2006 Cultures in Europe, in collaboration with Associate Professor Iris Rittenhofer, Department of Language and Business Communication, Aarhus School of Business, BA-level, written exam paper

**COURSE DEVELOPMENT** 2016-17 Research on digital communication and networks, Master Level, University of Southern Denmark. I developed this course in collaboration with Associate Professor Edlira Shehu. The purpose of this course is to enable students to understand how consumers' engagement in digital networks affects adoption patterns of new products. The course provides theoretical models on initiation and evolution of new ideas and trends, as well as social network structures. In addition, the course provides methods on harvesting and analyzing digital data as well as statistical models on how to incorporate information from social networks in adoption models to forecast performance of innovative products in the market.

2015 Media Systems and Law, for Media Studies, Bachelor Level, University of Southern Denmark, I developed the course in collaboration with Professor Sten Schaumburg-Müller. The aim of the class is to facilitate students' understanding of media systems and an analytical understanding of legal implications of organizational communication.  
2012 Advanced Marketing Communication, for Cand. Merc., University of Southern Denmark, Master Level. I have developed the course Advanced Marketing Communication for master students. This course is taught in English, the aim of the course is to introduce the students to new developments in marketing communication as a result of for example digital media. A further aim of the course is to teach the students to write academic papers as a preparation for writing their master thesis. I developed this class from a lecture-based focus into an interactive, seminar-based class, where the

focus is on training students' writing skills in the area of Advanced Marketing Communication. The purpose of the changes I have made to the course description, teaching methods, and curricula is to create a stronger alignment between the learning goals and the teaching methods. By implementing feedback groups and an online portfolio, I help the students develop their exam papers throughout the semester and thereby achieve better thought out papers and a deeper understanding of the topic of their paper. Practically, this is achieved, for example through the submission of an annotated bibliography mid-semester in order to deepen students' knowledge of topic relevant theory.

2010 Sociale Medier, Konvergens og Prosumers, Media Studies, Bachelor and Master level, University of Southern Denmark. I developed this class singlehandedly as an elective class for Media Studies. The aim of the class was to stimulate critical thinking relating to some of the buzzwords of Media Studies and current media use. Classes were build around student interactivity and the students therefore both gave presentations, found relevant media examples for classes, and wrote an independent final exam paper based on examples we had worked with in class.

#### **STUDY PROGRAMME DEVELOPMENT**

2016 - Member of Negot Study Board

2012 -Member of Media Studies Study Board

2012-2014 Coordinator of the study programme Business Language and Culture

**PH.D.-SEMINARS**2014Marketing of Fifty Shades, Pd.D.-seminar on Womens Economy, Saïd Business School, University of Oxford

**GUEST LECTURES**2014 Methods for online research; Qualitative methods in Marketing and Consumer Research, Department of Marketing, Copenhagen Business School2010Globalization and Media, Marketing and Management, University of Southern Denmark, MA-level have also supervised a number of seminar papers and internship reports

**CENSORING**2017Peer reviewer of PhD Thesis, University of Milan2013-2014Marketing Theory, Oral exams2012Strategic Communication, Oral exams2010Organization, Written exam

**CONFERENCE PARTICIPATION RELEVANT FOR TEACHING**Nov 3, 2015 Panelist on Panel on Learning Spaces. Conference on Teaching for Active Learning, University of Southern Denmark

**PUBLICATIONS IN RELATION TO TEACHING**Knudsen, Gry Høngsmark (2016) Collective consumer-brand phenomena. In: eds. Bertilsson, Jon & Veronika Tarnovskaya, Brand Theories: a multi-perspective approach to brands and branding. Studentlitteratur,

Knudsen, Gry Høngsmark and Dannie Kjeldgaard (2013) Smagsfællesskaber og segmenter. In: Karlsholst, Elbjerg and Torp. Markedskommunikation i praksis. København, Samfundslitteratur

Knudsen, Gry Høngsmark (2013) Dodge's last stand? Or who buy cars these days? In: M. Solomon, G. Bamossy, S. Askegaard and M.K. Hogg: Consumer Behaviour: European Perspective 5th and 6th Edition, London/ New York, Pearson