

Teaching Portfolio - Alev Kuruoglu

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Overview

My experience in disseminating knowledge includes three areas: teaching (lecturing), supervision of master's and bachelor's theses, and mentoring. I have been a lecturer for university-level courses since 2008. I have experience in teaching introductory level bachelor's courses, such as marketing and consumer behavior; as well more advanced and theoretically intensive courses; such as Global Consumer Cultures, Marketing Across Cultures, and Anthropology of Business and Technology. I have had experience in teaching courses that are both more anthropologically oriented (Global Consumer Cultures; Anthropology of Business and Technology at SDU) as well as those that more heavily constituted by theories and practice regarding consumers and marketing (Marketing Across Cultures, The Globalization of Markets at SDU; Marketing Principles and Consumer Behavior elsewhere).

In January 2019, I have started the Lecturer Training Program offered by SDU.

Teaching Experience

Lecturing at SDU

Spring 2018 (forthcoming) Global Consumer Cultures, instructor
Autumn 2017 Marketing Across Cultures, main instructor, with Cristiano Smaniotto
Anthropology of Technology and Business, co-instructor, with Dorthe Brogård Kristensen
Spring 2017 Global Consumer Cultures, instructor
Autumn 2016 The Globalization of Markets, co-instructor with Per Servais Anthropology of Technology and Business, co-instructor, with Dorthe Brogård Kristensen

Guest Lectures at SDU

Spring 2018 (forthcoming) Anthropological Fieldwork, lecture on "Digital Anthropology"
Autumn 2017 The Globalization of Markets, lecture on "Global Consumers"
Autumn 2016 Marketing Across Cultures, lecture on "Markets and Consumption in Developing Contexts"

Lecturing Experience at other Institutions

Istanbul Şehir University, Department of Management
September 2015-January 2016, teaching MGT 422: Consumer Behavior

Bilkent University, Faculty of Business Administration,
September 2013 - January 2014, teaching MAN 333: Marketing Principles
September 2008 – January 2009, teaching MAN 333: Marketing Principles

Supervision Experience

Supervision Experience at SDU

13 Masters (completed) + 4 masters (ongoing) (Cand. Merc.)

12 bachelors (completed) + 7 bachelors (ongoing) (MMA and Negot.)

Student Assessment Experience

Tests and Examinations

Oral exams
As Principal Examiner:
Global Consumer Cultures, Spring 2017 and 2018
As Censor:
Introduction to Social Anthropology; Fall 2016 and 2017
Marketing Theory; Fall 2017

Group Project Reports

Globalization of Markets, Final Exam; Fall 2016 SDU

Marketing Across Cultures, Midterm Exam; Fall 2017 SDU

Principles of Marketing, Term Project Reports; Fall 2008 and 2013 Bilkent University

Consumer Behavior, Term Project Report; Fall 2015 Istanbul Sehir University

Individual Written Exams

Marketing Across Cultures, Final Exam; Fall 2017

Principles of Marketing, Midterm and Final Exams; Fall 2008 and 2013 Bilkent University

Consumer Behavior Final Exam; Fall 2015 Istanbul Sehir University

Individual or Co-Authored Term Papers (involving supervision)

Anthropology of Technology and Business, Fall 2016 and 2017

Teaching Philosophy

My teaching is research based, and is aimed at facilitating active and collaborative learning. In the classroom, I strive to create a convivial environment that is not only respectful but also appreciative of a multiplicity of worldviews, and which fosters critical and reflexive discussions of theoretical as well as practical issues. The following are some elements that I put into practice in my lectures:

- 1) Familiarizing students with research that has been undertaken concerning the topics that we cover throughout a semester: This involves designing the syllabus to include both theoretical/ textbook readings (depending on the particular course), as well as (a) research articles for graduate or advanced bachelor's level courses or (b) journalistic writing and news articles on research for introductory level courses. I also incorporate my own research when relevant into the course readings, and discuss research-in-progress, to provide theoretical as well as methodological insights. Colleagues with relevant research experience are also invited to perform guest lectures. While published research articles are effective at illustrating theoretical concepts "in action," I find that researchers (myself included) are able to talk with passion about our own research - which, in turn, generates student curiosity and interest in conducting research.
- 2) Incorporating research-based projects as part of the students in undertaking research projects: For introductory level marketing and consumer research courses, I generally assign a project that requires students to (a) conduct research in order to gain an understanding of the social, political and business context in which the product and its producer(s) are situated and/or (b) to conduct fieldwork to better understand the consumers' perceptions of the product, and their preferences, tastes, desires. As such, projects may require discovery as well as integration of knowledge. In more advanced bachelor's or master's level courses, such as "Marketing across cultures" or "Globalization of markets," I have required students to conduct (mid)term projects, involving applications of theoretical frameworks they learned in the course in order to analyze both business contexts and marketing practices of brands and companies of their choice.
- 3) Involving lecturers from the industry, to illustrate the role and uses of research in business and corporate settings.
- 4) Facilitating discussion through media and interactive tools, including video, social media, online forums, and games / quizzes.

Pedagogical competence and pedagogical skills acquisition plan

Competences. My pedagogical skills have been gained through past years of reflective teaching undertaken singlehandedly and in cooperation with colleagues. Additionally I have benefitted from the workshop 'Effective University Teaching' at Bilkent University in 2013.

Acquisition plan. In the springs semester of 2019 I will start the university teaching training program offered by the University of Southern Denmark.