Formal education in teaching methods and pedagogical practice

2013 Getting started on your teaching

Teaching experience

2020 Market Ethnography
2019 Advanced Brand Management
2018 Advanced Brand Management
2016 Market and Communication Ethnography
2014 Market and Communication Ethnography

Supervision

MSc thesis and BSc projects.

Tests and exams

Project-based exams, oral exams

Teaching methods

Individual projects, group projects, frontal lectures, workshops.
Developed concept of supervision café.

Evaluations

Standard surveys and additional online surveys, positive progression.
Supervision café very popular

Teaching Philosophy

For me, one of the major aspects of research-based teaching is the necessity to ground the introduction of theories in applications from actual research, allowing students not only to better grasp the background of these theories but also to actively apply the theories. Therefore, I always aim to teach and develop courses such that they enrich the students’ perspectives through the tension of my interdisciplinary research and research background. In particular, I like to use cases from research into consumer studies of healthcare to provide interesting and societally relevant challenges to the students.

During actual interaction with the students, I encourage them to be engaged, reflective, and critical regarding the course contents and provide them with feedback at precisely the level that can lead to individual learning growth.