

Teaching Philosophy

Innovation

My teaching philosophy stems from the variety of teaching styles I have been exposed to throughout my education and professional career. The best teachers are experts in their field, creative and inventive with their delivery and encourage students to live up to their best potential. I strive to be one of those best teachers. I want to have fun while I teach, and I want my students to have fun while they learn. My lectures tend to be filled with humorous examples, tales of misadventures with the obligatory moral that turns into the perfect teachable moment and innovative future research opportunities. If you entertain them, they will come.

Variety

Due to my background in both mass communication and business, I bring a unique twist to the classroom. I believe in an active learning environment. Some students will graduate with a vast knowledge of theory but with little experience in its application. I strive to prepare my students to seamlessly enter into the job market or graduate school. When they interview for jobs or apply for graduate school it's key for them to have the knowledge, confidence and proficiency of working on a campaign or project from strategy to implementation to measuring its success. This process of "doing" rather than hearing, taking notes and being tested teaches students far beyond what a Scantron can measure.

Mentorship

I was one of the lucky students who received attention from a professor early on in my collegiate academic career. She nurtured my success and allowed me to forge my own path with research. She gave me my first teaching experience. I won't forget that leadership, and I want to be that person for my students. I want to assist them with their goals for academic and life success. It's key to foster these relationships, maintain communication and be a positive force in your students' lives. Working side by side with professors and building a team with my students has helped them transition to become successful graduate students or working professionals.