

Ah-Ha Moments in Teaching, Service, and Scholarship Panel

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Abstract

The “Ah-Ha” Moments in Teaching, Service, and Scholarship Panel is composed of 8 professors and moderated by Dr. Deborah Lester, for a lively interaction with students and other faculty on the ups and downs of student learning from both the professors’ and the students perspectives. The panel will delve into innovative teaching methods, technology, exams, projects, student performance issues, online courses, internships/co-ops, social media’s learning effect, student research, and student opportunities of service engaging activities. This panel is designed to encourage audience participation and provide openings for creative discourse.

Keywords: Learning, Teaching, Research, Scholarship, Service, Students

Moderator

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Relevance to Marketing Educators, Researchers, and Practitioners:

This session is designed to share from three dimensions: student learning, faculty effectiveness, and practitioner focus. The panel and session attendees are encouraged to participate and share best practices, classroom experiences, curriculum issues, university service opportunities, academic advising, career coaching, mentorships, internships, and education abroad activities. The objective of this session is for all to come away with new ideas and concepts to use in academic, pedagogical, and career pursuits, as applicable.

Track: Case studies/Special Sessions

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