



CHALLENGES IN THE CLASSROOM

ANASTASIYA POCHEPTSOVA, UNIVERSITY OF MARYLAND

TEACHING EXPERIENCE:

FULL TIME, PART-TIME MBA, MS, UNDERGRAD

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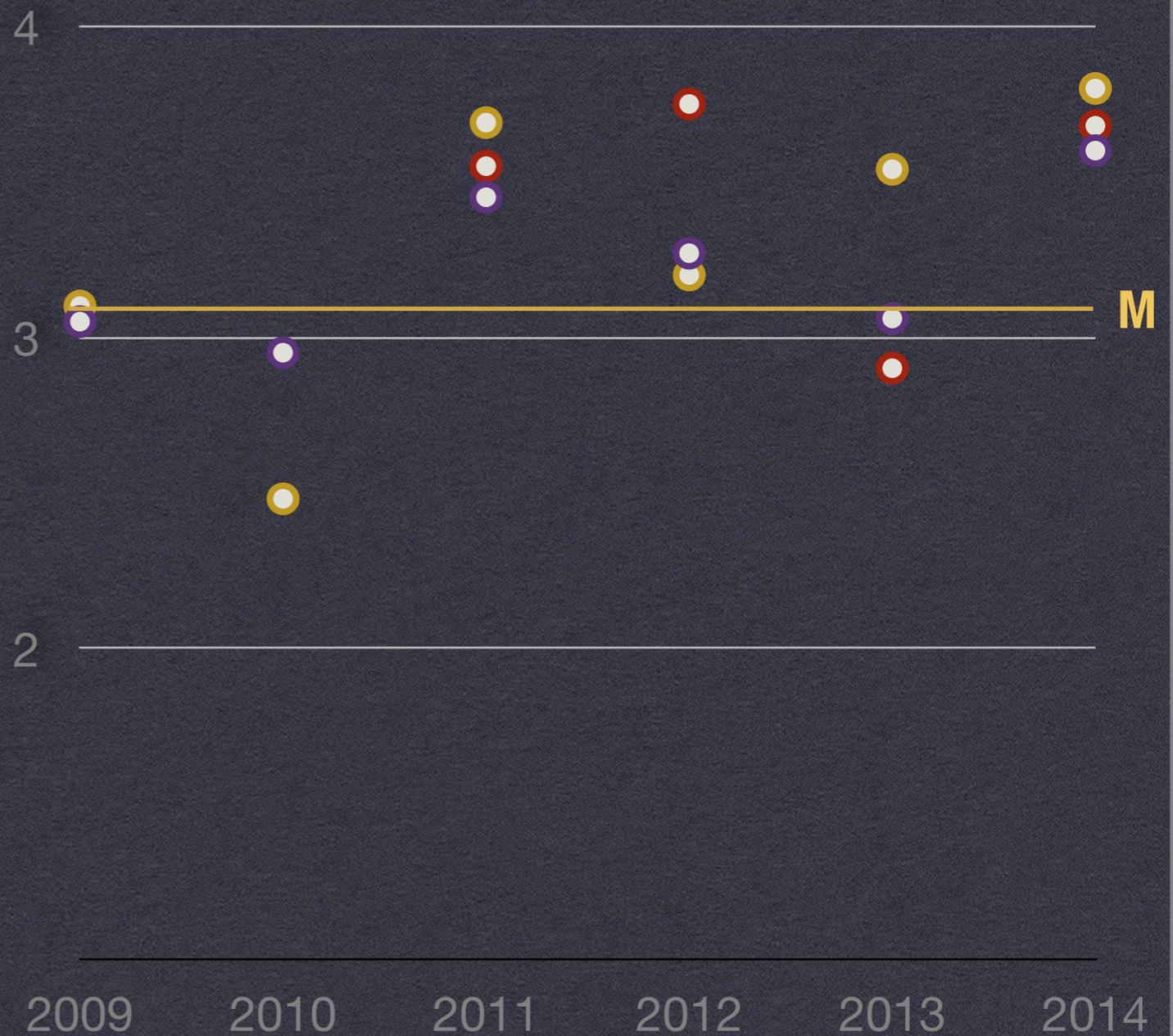
FULL TIME, PART-TIME MBA, MS, UNDERGRAD

MARKETING CORE

TELECOMM MANAGEMENT

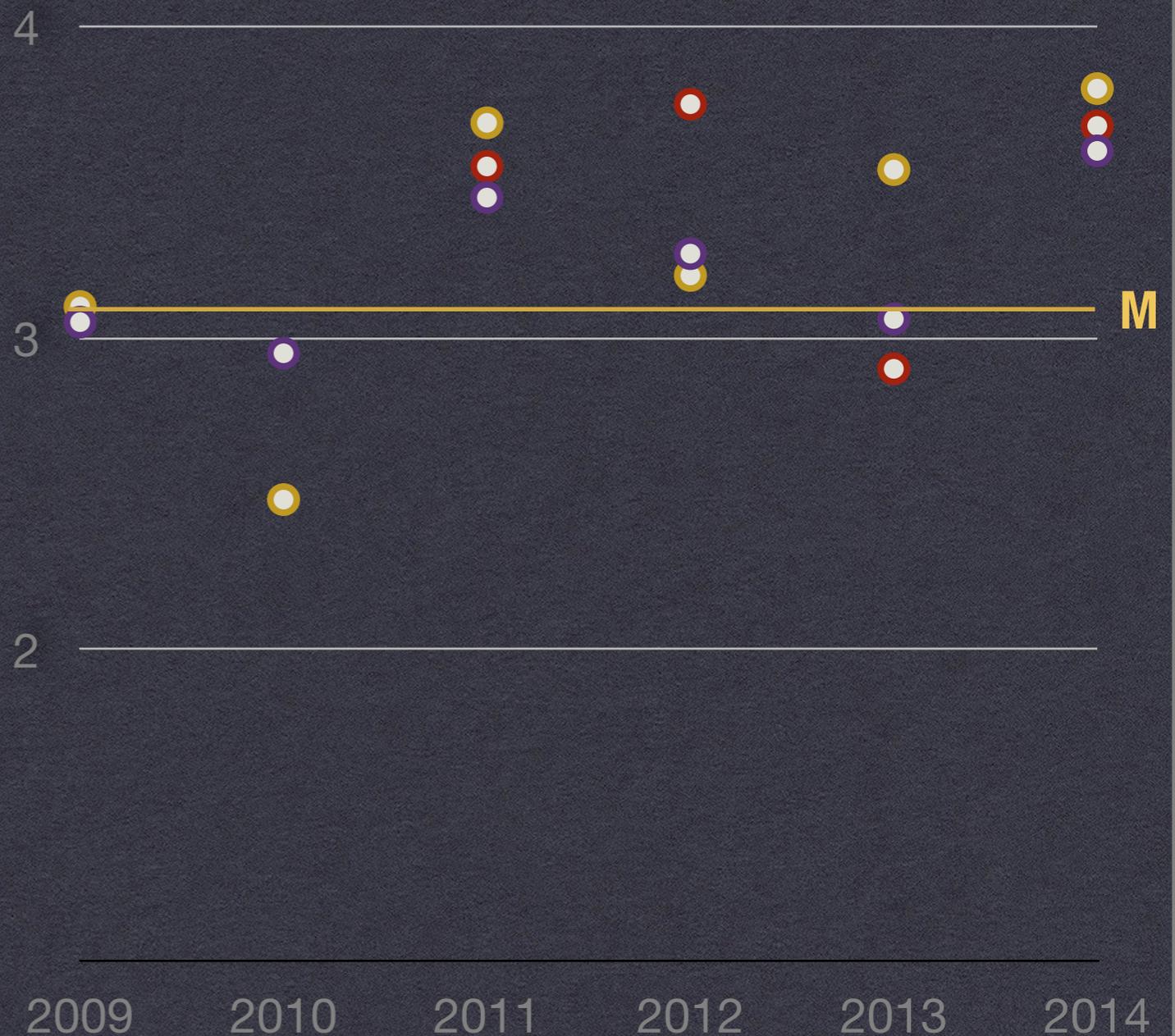
IMC, ADVERTISING

OBLIGATORY TEACHING EVALS GRAPH



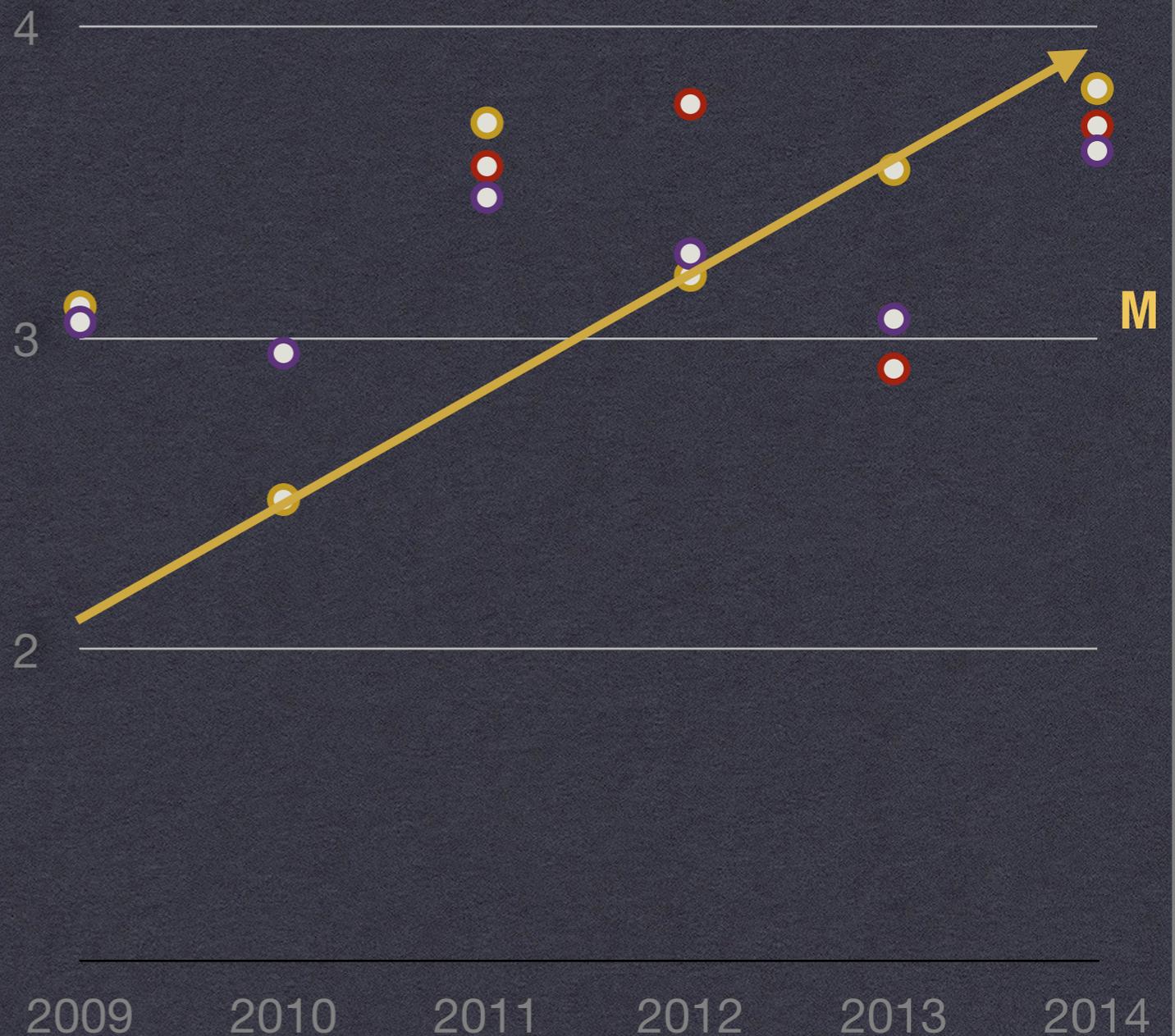
OBLIGATORY TEACHING EVALS GRAPH

TRENDS:
Upward
Outliers
Confidence 'trap'



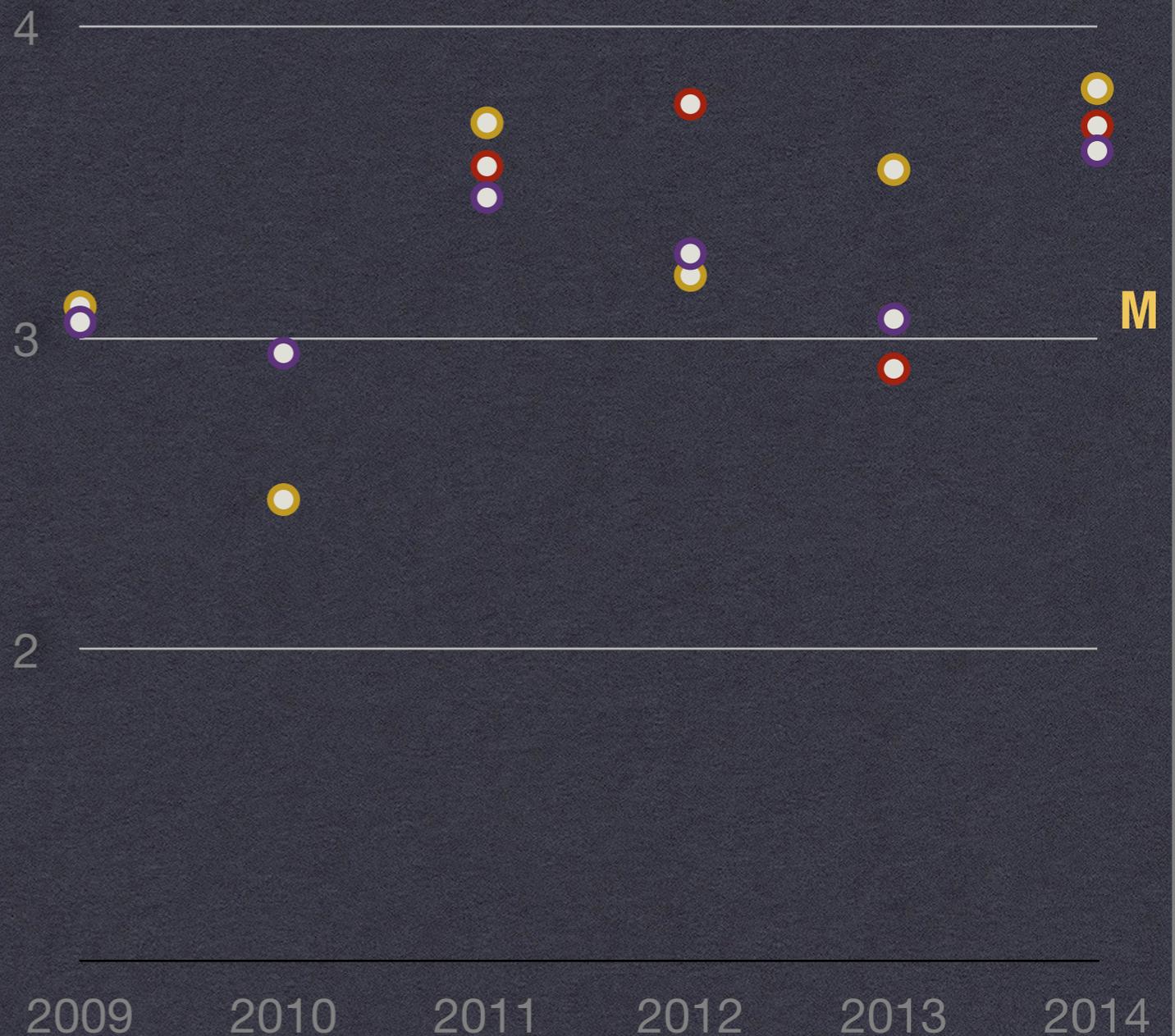
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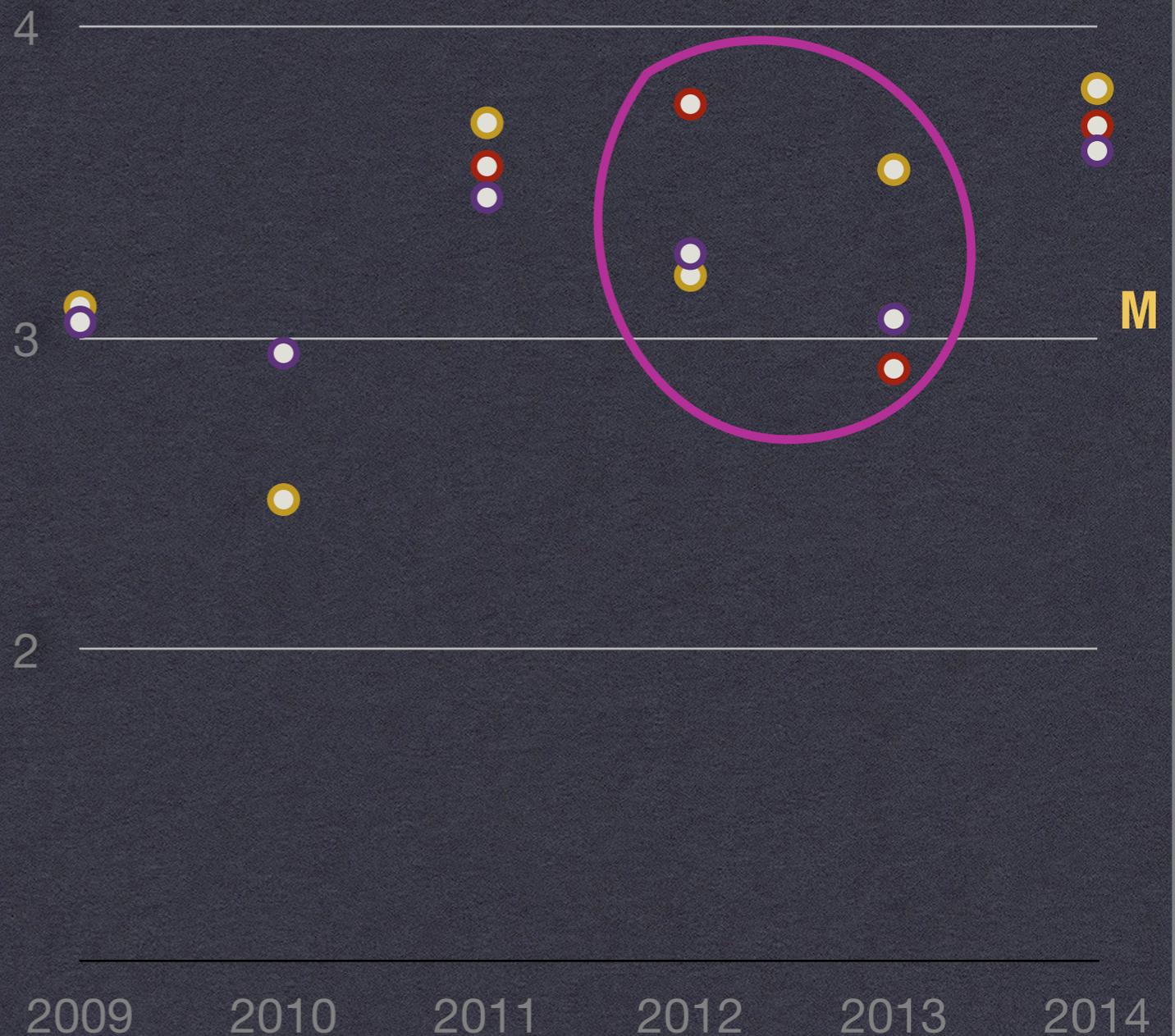
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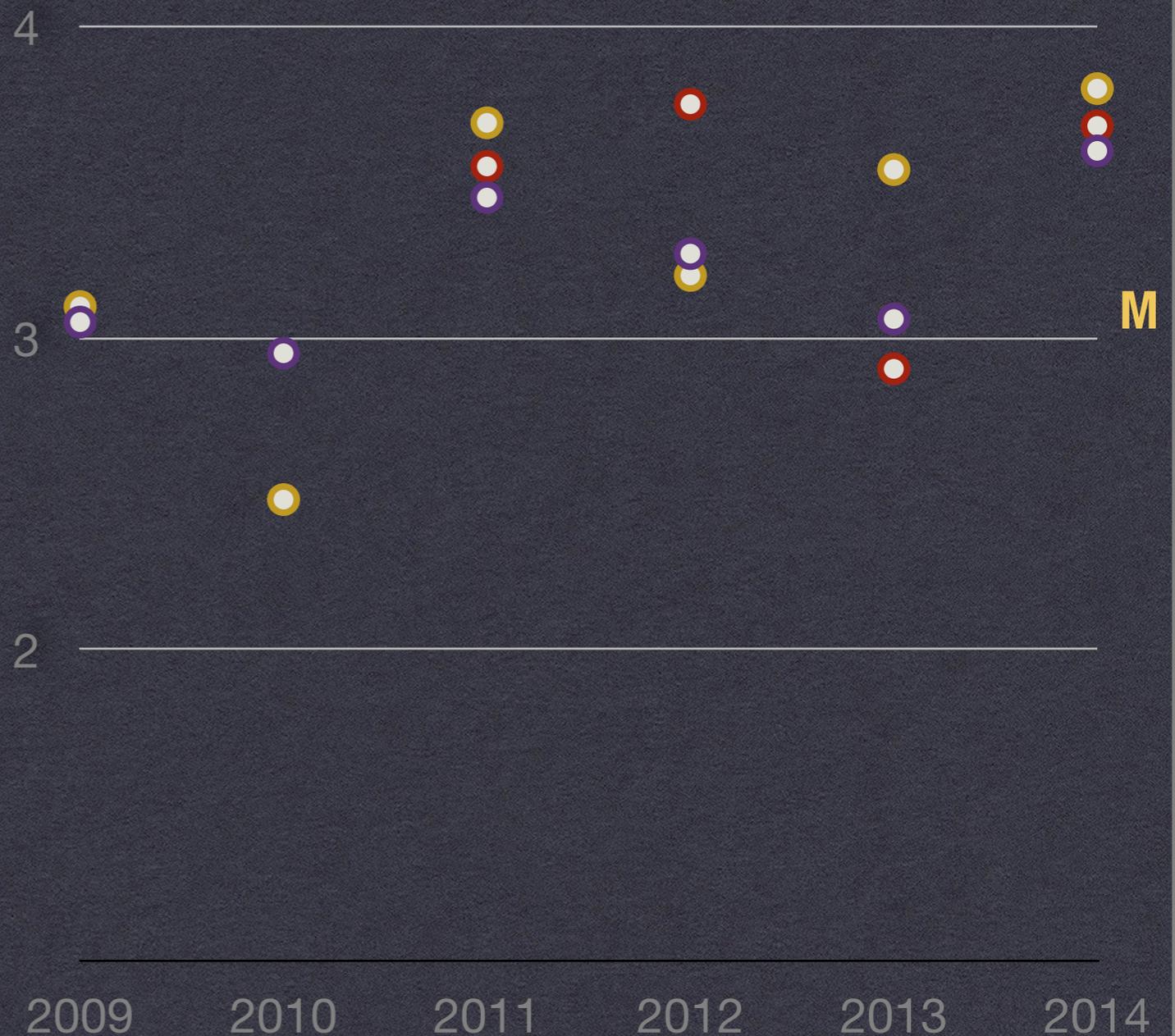
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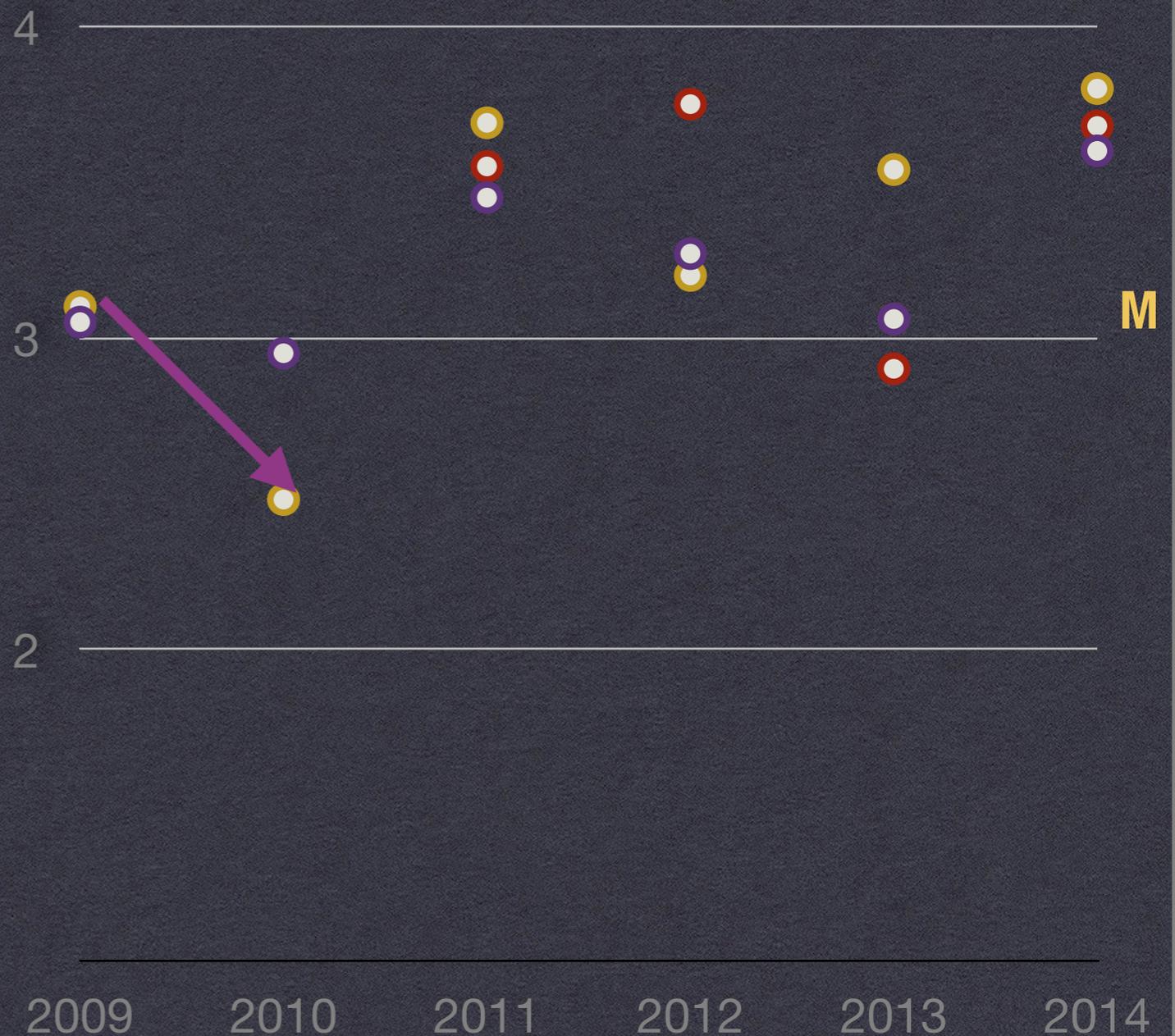
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1. “FRESH OUT OF SCHOOL” VS. “KNOW IT ALL” EFFECT

FIRST IMPRESSIONS MATTER (MORE THAN THEY SHOULD)

It is much more important to establish rapport with students than to impress students with all that academic knowledge.



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**Evaluations of 30-second soundless video of a lecture significantly predicted end-of-semester teaching evaluations.
Ambady & Rosenthal, JPSP 1993**

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2. FIND YOUR COMFORT ZONE

JUST BECAUSE EVERYONE ELSE IS DOING IT, DOES NOT MEAN THAT YOU SHOULD



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- **I spend 1/3 of my “soft” Advertising class on media planning models**
- **I make my MBA students do elaborate creative work**

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Teaching Evals: Professor's Performance * b (Students grades)



3. ACTIVELY MANAGE EXPECTATIONS

DON'T OVER-PROMISE BUT DO OVER-DELIVER

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Teaching Evals: Students' Expectations - Students' Performance



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Teaching Evals: Professor's Performance * b (Students grades)

Teaching Evals: Students' Expectations - Students' Performance



Set the incentive structure right
Use social pressure to your advantage
Seek feedback

3. ACTIVELY MANAGE EXPECTATIONS

DON'T OVER-PROMISE BUT DO OVER-DELIVER

**Yes, you will be stereotyped into a
gender role**

**Yes, female professors in the
business school are judged more
harshly** (Kantor, NYT, Sept 2013)



4. BE AWARE OF GENDER BIAS

DIRECTED TOWARDS YOU AND EMANATING FROM YOU



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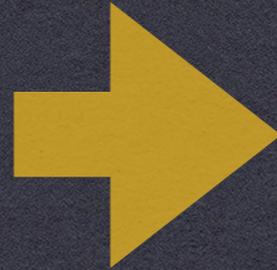
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NO, you don't have to accept this status quo.

You are in a position of power: your job is not only to teach students to be great marketers, but also to be great leaders.

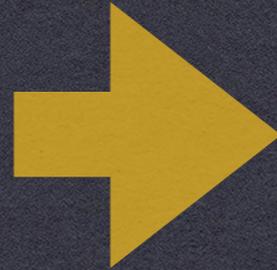
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5. ENGAGE OUTSIDE CLASSROOM

FORMER STUDENTS ARE GREAT RESOURCE FOR RESEARCH, INDUSTRY CONNECTIONS, SPEAKERS



Be efficient & use social networks:

Twitter - share content across sections/classes

GoogleHangouts - incorporate former students into new class

LinkedIn - maintain network of former students

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#APOCHEPT

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