



REFLECTIVE TEACHING PORTFOLIO

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REFLECTIVE PORTFOLIO TEMPLATE

1. Define your teaching philosophy.

During my years as a student, I realized that I was a visual learner. When I think of some of my favorite professors, it would be those who gave me an experience vs. an entire class time of lecturing. Once I came a professor, I vowed to take this approach. With this being said, my teaching philosophy is to provide my students an experience, this consists of looking at industry trends, dissecting company strategies, etc. Students can easily memorize definitions and phrases, but the real learning comes from providing hands-on experience.

I also like to encourage students to bring their passions to the classroom and finds ways to incorporate it in marketing strategies as well. Anything that provides real-life experience is usually added to my curriculum.

2. Have you ever observed a master teacher? If the answer is yes, what do you recall most from the experience?

Yes, in graduate school, I had a business professor. His knowledge alone was enough to captivate an audience. What caught my attention the most was his ability to use out-of-the-box thinking. Not only did he have this way of thinking, but he executed it in the classroom, with his businesses and in his personal life.

I remained in touch and asked him to be my mentor for my final capstone project. His mentorship drove me to new heights and helped me a lot. After graduation, I became one of his employees and there is when my marketing career started.



3. Give examples of your most successful lesson. Why do you feel it was successful?

In a previous marketing class, I had students create their own company and develop a marketing strategy. I was very amazed at the lengths that the students went to create their company. The ideas were exception and I encouraged them to look into launching the businesses. The details were all great as well, everything from the packaging to providing free samples to the class. I was also very happy to see that the students applied all of the marketing strategies that they learned in class to this project.

4. Do you have an example of an unsuccessful lesson? How did you address the challenges?

I like to incorporate different types of activities into my lesson plans. One activity was pick a controversial advertisement on YouTube and have a class discussion on how to improve it. One student presented their selection and many of the student were offended. I addressed the challenges by have a transparent discussion about the advertisement and how they were offended. The positive in this is that it became a class project and everyone came up with great ideas on how to improve the ad.

5. Why are you introducing and/or expanding the use of technology into your teaching?

Technology is a huge part of marketing and is changing the industry as a whole daily. Technology has also become the biggest way to reach consumers. I believe that it is very important for my students to learn and execute marketing concepts that involve technology.

Reaching the consumer in an efficient manner is also very important. Innovation within marketing and advertising is very important. I would like my students to learn these things as early as possible.

By expanding technology, I would also love to create a more personal community for my students where they feel comfortable communicating and sharing ideas.



6. How do you feel these technology innovations will affect the student experience? How do you think it will affect your experience?

I believe that technology innovations will affect my students in a positive way. These innovations will increase student engagement, increase productivity and show them the meaning of efficiency. These technologies will also increase the amount of information that they will learn and potential open the door to career opportunities that they may have been unaware of.

This will also affect my experience as a professor as well. It will allow me to create more engaging materials and lesson plans, it will help me to become more productive in my planning and just like my students, I will be learning as well.

7. Please describe new teaching ideas you plan to implement as a result of this technology certificate program.

This semester, my students in my marketing classes will create augmented reality advertisements to collect consumer data. I will also use Padlet in groups to create marketing collateral and marketing timelines.

This technology certification will also allow me to create better strategies to communicate with my students.

8. How will these new technology tools/approaches contribute to your classroom practice?

These new technology tool will help me in the classroom substantially. These tools will allow me to show my students firsthand what the latest trends in marketing are. They will also allow the class to dig into consumer behavior and lastly, they will help me to assist with developing a space for creative thinking.



9. How will you evaluate the success of your activities?

I will evaluation the success of my activities based off of student engagement, student creativity in class projects and student feedback.

10. What do you consider to be the bigger picture items with regard to technology and learning?

The bigger picture is that technology is here to stay. I believe that incorporating it into the classroom is essential. Marketing is not just about reaching the consumer, but keeping them. Through constant innovation and use of technology, student will have to the tools not only to succeed in the classroom, but in their careers and businesses.