

REFLECTIVE PORTFOLIO –MARTIN SUSZ, ADJUNCT INSTRUCTOR

1. Define your teaching philosophy.

We all learn through various modalities….reading, listening, discussing , writing, watching, doing, and receiving feedback. My teaching philosophy is to provide as many of these learning opportunities as possible throughout my course.

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

No

1. Give an example of your most successful lesson. Why do you feel it was successful?

My lecture on the stimulus /response theory of communications. It was successful because I provide a simple “handle” that students could remember…”It’s not what you tell people it’s what they hear”. I gave some great examples like….If you want to convince someone that you are funny you don’t say “Boy am I funny.” Rather you tell them a funny joke that they laugh at and conclude that you are indeed funny. So too in advertising and communications in general You have to provide the right stimulus to generate the desired response. I also had some great provocative and memorable visuals (“Fresh Eggs” & “Flying Lessons”)

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

The lecture this semester on media planning was not great. It was too theoretical. In retrospect I could have improved it by first explaining the media terms & budgeting concepts and then passing out a worksheet that the students could work on live in class (or remotely) and then discuss once they completed.

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

Needed to because of Covid 19 Pandemic and FIT’s move to remote learning..

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

I think they will make the student’s remote experience more fun and engaging and closer to the live classroom.

I also think it will help me better transition from live classroom to remote and become a more interactive online instructor and be able to better assess how my students are doing, which is more difficult online vs. live classroom

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

Padlet…great ice breaker and fabulous way to generate discussion abut advertising, social media, direct marketing, sales promotion, PR and various creative concepts. Plan to use in the Fall

Peer review…this was a suggestion that came up which I love and will implement in the Fall. I always have my students write a paper on a Brand they select and turn in at the end of the semester. But having them complete a draft earlier for peer review will be a great learning experience for both the author and reviewer

Breakout sessions….I really want to do this in the Fall…whether we are live or remote. Looks like breaking my 27 students into smaller groups on Black Board Collaborate is fairly easy and should be a great way to initiate discussion about a key topic I will provide.

Asking questions….I am reluctant to do this when in the live classroom as a fair number of students usually participate. But when remote it is more important for me to select students at random , particularly those who rarely participate and ask questions to ensure they are involved and getting it.

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

I am confidant they will contribute significantly as outlined earlier.

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

Student evaluations, test scores, quality of papers and presentations, and classroom engagement

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

A big challenge in remote learning is how to replace the high touch experience of the live classroom both from the perspective of student-teacher and student-student. I believe the technology can go a long way towards replicating the live classroom but will never equal it. I also think there is a challenge of computer screen fatigue particularly for a 2:50 class but also for shorter classes that meet more than once a week.