

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

Aberdeen Leila Borders, aborder4@kennesaw.edu

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

Dr. Deborah Lester, Professor of Marketing and Professional Sales, Coles College of Business, Kennesaw State University, dlester@kennesaw.edu.

Author information and Panelists

Dr. Aberdeen Leila Borders, Kennesaw State University, aborder4@kennesaw.edu

Dr. Jennifer Hutchins, Kennesaw State University, jhutch35@kennesaw.edu

Ms. Laura Robinson, Kennesaw State University, lrobin39@kennesaw.edu

Dr. Lenita Davis, University of Arkansas Little Rock, lldavis@ualr.edu

Dr. Marshal Chaifetz, Kennesaw State University, mchaifet@kennesaw.edu

Dr. Mona Sinha, Kennesaw State University, msinha1@kennesaw.edu

Ms. NeCall Wilson, Kennesaw State University, nwilso46@kennesaw.edu

Dr. R. Keith Tudor, Kennesaw State University, ktudor@kennesaw.edu

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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