

TEACHING MARKETING: MY COLLEAGUE DARWIN

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ABSTRACT

Every marketing Ph.D. student will ultimately teach marketing. Initially, we start as teaching assistants and eventually teach a class on our own. Yet, teaching can be a daunting task filled with peril for the unwary student. Maybe we taught marketing research as our first class and wondered afterwards if the student evaluations were reverse-coded.

In order to better manage this undesirable state of affairs and make teaching experience more interesting and less daunting, I will discuss strategies that should help Ph.D. students to survive the 'natural selection process' and steps that should better prepare for a transition into the real world of teaching.

In this dialogue we will discuss a variety of things ranging from basic teaching philosophies to the amount of work involved in preparing for an MBA class. Some of the topics I'll touch on are given below:

- Being a TA
- Choosing the right mentor
- Choosing what to teach
- Building your course portfolio
- Growth and maturity during the Ph.D. years
- Transition from a Ph.D. student to an assistant professor