

# Rob McLean

Assistant Professor (Teaching Stream), Arts and Business  
The Department of Economics, The Faculty of Arts  
The University of Waterloo

## ACADEMIC EXPERIENCE

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### **Assistant Professor (Teaching Stream), Arts and Business** **2024-Present**

The Department of Economics, The Faculty of Arts  
The University of Waterloo

- Designs and instructs courses in Entrepreneurship, and Strategy and Program Integration

### **Lecturer, Arts and Business** **2023-2024**

The Department of Economics, The Faculty of Arts  
The University of Waterloo

- Designed and instructed courses in Entrepreneurship and Practical Business Skills
- Definite Term Lecturer appointment

### **Assistant Professor, Marketing Management Academic and Co-op Advisor** **2018-2023**

The Department of Marketing and Consumer Studies  
The Gordon S. Lang School of Business and Economics, The University of Guelph

- Designed and instructed courses in Business Communication, Digital Marketing, Business Fundamentals (Lang M.B.A.), Business Consulting, Marketing Strategy, Sales
- Faculty and Co-op Advisor (Marketing Management) for undergraduate students
- Contractually limited five-year appointment

### **Sessional Lecturer** **2016 - 2018**

The School of Hospitality, Food and Tourism Management  
College of Business and Economics  
University of Guelph

### **Sessional Lecturer** **2016 - 2018**

Department of Marketing and Consumer Studies  
College of Business and Economics  
University of Guelph

### **Graduate Teaching Assistant** **2002 - 2003**

The School of Hospitality and Tourism Management  
University of Guelph

## **EDUCATION**

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<b>MBA</b>	<b>University of Guelph</b> The School of Hospitality and Tourism Management Thesis: Music for Marketing in Licensed Establishments Faculty advisor: Dr. Clayton W. Barrows, Ed.D	<b>2002 – 2003</b>
<b>Post-Graduate Studies</b>	<b>University of Calgary</b> Department of English Creative Writing, Literary Theory Thesis: Original novel (not submitted) Faculty advisor: Aritha Van Herk, MA.	<b>1995 – 1996</b>
<b>BA (Honours)</b>	<b>University of Guelph English (Honours)</b> Post-Colonial Literature, Creative Writing	<b>1989 – 1994</b>

## **CERTIFICATES**

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Certificate	Ivey Business School at Western University <b>Case Writing Workshop</b>	<b>2021</b>
Certificate	<b>Harvard University</b> Higher Education Teaching Certificate.	<b>2020</b>
Certificate	<b>University of Guelph</b> Certificate in Knowledge Mobilization	<b>2018 – 2019</b>
Certificate	<b>The Banff Centre for the Arts</b> Writing Towards Publishing	<b>1996</b>

## **NON-ACADEMIC EXPERIENCE**

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### **Principal, Kazolu Consulting**

**2015 - 2023**

- Management & communications consultancy developing strategic plans, brand identity assets, copywriting, visual communication, and cross-platform communications.
- Primary clients include national marketing agencies, arts & entertainment, agriculture and agri-food businesses and organizations, higher education.

### **Principal, Sociable Communications**

**2009 - 2015**

- Full-service marketing agency focused on brand strategy, business planning, tactical communications, management consulting, and public relations.
- Developed strategic business plans, integrated communications, marketing plans, media relations, graphic design, photography, and videography.
- Clients included SMEs, agency partners, not-for-profit organizations, and government organizations.

### **National Marketing Manager, SABMiller Canada**

**2008 - 2009**

- Canadian brand strategy, international sales and marketing team leadership, research, data analysis, financial management, public relations, agency & partner management, and media execution.
- Associate with Grolsch / SABMiller integration team, facilitating the merger of the two Canadian businesses after Grolsch's acquisition in February 2008.

### **National Sales & Marketing Manager, Royal Grolsch NV**

**2005 - 2008**

- Directed and managed strategic brand planning and implementation, finance, research, data analysis, media execution, public relations, trade marketing, and a 120-person partner sales and marketing team.
- Associate with International Brand Development Team and Canadian Operational Team.

### **Brand Manager, Sleeman Breweries Ltd.**

**2003-2005**

- Managed brand plan objectives, marketing strategies, data analysis, and public relations.
- Successfully launched two national brands and five regional brands.

### **Sales and Marketing Manager, Wellington Brewery**

**2000–2002**

- Managed Ontario sales, marketing, public relations, and consumer studies.

### **Trade Marketing Manager, Diageo / Guinness Canada**

**1996–2000**

- Ontario trade marketing, BTL advertising and communication, sales management.

## **AWARDS**

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<b>The Last Lecture 2023 (Awarded)</b>	Elected by the 2023 graduating class of the University of Guelph to deliver the “last lecture” on the final day of class, chosen from all faculty across all Departments and Colleges.	<b>2023</b>
<b>The Paul McPherson Teaching Award of Excellence (Awarded)</b>	Awarded annually to one faculty member in The Gordon S. Lang School of Business and Economics, University of Guelph, who demonstrates excellence in teaching and learning, elected by students, colleagues, and multiple stakeholders.	<b>2022</b>
<b>The Last Lecture 2022 (Nominated)</b>	Nominated among the top ten University of Guelph faculty for this annual speaking event held for all 2022 graduating University of Guelph students.	<b>2022</b>
<b>Last Lecture 2021 (Nominated)</b>	Nominated among the top ten University of Guelph faculty for this annual speaking event held for all 2021 graduating University of Guelph students.	<b>2021</b>
<b>Last Lecture 2020 (Nominated)</b>	Nominated among the top ten University of Guelph faculty for this annual speaking event held for all 2020 graduating University of Guelph students.	<b>2020</b>
<b>Professor Recognition Program (Nominated)</b>	University of Guelph cross-campus recognition of “most impactful campus professor,” awarded annually by Residence Life.	<b>2019</b>
<b>Dean’s Honours List</b>	The University of Guelph.	<b>1993-1994</b>

## **GRANTS & SCHOLARSHIPS**

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<b>Lang Experiential Learning Fund</b>	University of Guelph	<b>2021</b>
<b>University Graduate Scholarship</b>	University of Guelph	<b>2002</b>
<b>Dorothy Britton Memorial Graduate Award</b>	University of Guelph College of Social and Applied Human Sciences	<b>2002</b>
<b>Graduate Research Scholarship</b>	University of Calgary	<b>1996</b>
<b>Graduate Teaching Assistantship</b>	The University of Windsor (declined)	<b>1995</b>

## **UNIVERSITY SERVICE**

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<b>Marketing Management Faculty Academic Advisor.</b>	<b>The University of Guelph.</b> Faculty Academic Advisor for 500 Marketing Management major undergraduate students in B.Comm program.	<b>2018-2023</b>
<b>Marketing Management Faculty Co-op Advisor.</b>	<b>The University of Guelph.</b> Faculty Co-op Advisor for 350 Marketing Management undergraduate co-op students in the B.Comm program.	<b>2018-2023</b>
<b>Committee Member</b>	<b>The University of Guelph.</b> Marketing Management Curriculum Committee.	<b>2019-2023</b>
<b>Hiring committee</b>	<b>The University of Guelph.</b> Department of Marketing and Consumer Studies. CL Law faculty.	<b>2022</b>
<b>Hiring committee</b>	<b>The University of Guelph.</b> Department of Marketing and Consumer Studies. CL Real Estate and Housing Faculty.	<b>2022</b>
<b>Committee Member</b>	<b>The University of Guelph.</b> Lang Teaching and Learning Advisory Board.	<b>2020-2022</b>
<b>Committee Member</b>	<b>The University of Guelph.</b> Lang School Awards Committee.	<b>2019-2020</b>
<b>JDCC Case Competition Coach</b>	<b>The University of Guelph.</b> Guelph case competition marketing team coach. College committee.	<b>2018-2020</b>
<b>Graduate student representative</b>	<b>The University of Calgary.</b> President's Review of Image and Marketing.	<b>1996</b>
<b>Graduate executive council</b>	<b>The University of Calgary.</b> Faculty of Arts representative.	<b>1995-1996</b>

## **COMMUNITY SERVICE**

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Citizen Co-Chair – City of Guelph Open Guelph Roundtable	2015 - 2016
Chair & CEO - The Guelph Chamber of Commerce	2013 - 2014
Executive Committee – Guelph Chamber of Commerce	2011 - 2015
Board of Directors, The Guelph Chamber of Commerce	2010 - 2015
Hiring Committee, ED Video Media Arts Centre	2010 - 2014
Board of Directors, The Hillside Festival	2010 - 2012
Member, The Guelph Jazz Festival Marketing Committee	2009 - 2011
Chair, Guelph Chamber of Commerce Technology Committee	2009 - 2010
Community communications, PR and marketing seminars	2009 - 2017

## **MEMBERSHIPS**

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Canadian Marketing Association (CMA)	2019 - Present
Hillside Festival	2010 - Present
Ed Video Media Arts Centre	2010 - Present
The Guelph Chamber of Commerce	2009 - Present
Society of Composers, Authors and Music Publishers of Canada (SOCAN)	1988 - Present
Canadian Federation of Farm Writers (CFWF)	2016 - 2020
Canadian Agri-Marketers Association (CAMA)	2011 - 2020

## **PUBLICATIONS**

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### **Academic publications**

Co-writer. *Integrated Marketing Communications* (adapted textbook, completed but not printed).  
Oxford University Press. 2019-2020

Co-writer/Editor. *The Electric Scriptorium Research Network*.  
Calgary: The Calgary Institute for the Humanities. 1995

### **Industry publications**

<u>Managing for Success: Branding &amp; Marketing Resource Guide, 2nd Edition</u>	2013
Managing for Success: Branding & Marketing Resource Guide, 1st Edition	2012
SwingtopView (publication of Grolsch International) - Canadian commentaries	2004-2009
Guinness Globe (magazine of Guinness Worldwide) - Canadian commentaries	1996-2000

### **Music**

Nine albums of original recorded music 1992-2015

## **RESEARCH INTERESTS**

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The business of arts & culture, business communication, music marketing, digital marketing, digital sales, brand strategy, and brand development.

## **ACADEMIC RESEARCH EXPERIENCE**

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<b>Graduate research assistant</b>	<b>The University of Calgary, Department of English.</b>	<b>1995-1996</b>
	Geoffrey Chaucer's Book of the Duchess: A Hypertext Edition. Faculty supervisor: Dr. Murray McGillvray. Published by the University of Calgary Press, 1997	

## **Executive Summary**

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My university teaching leverages my practitioner's perspective with hands-on, pragmatic insights and applied, practical research. I am not a classic academic. Knowledge mobilization and industry experience is the foundation of the value I provide to students.

I strive to empower students to express their original ideas and diverse insights through learned facts and research that validate those ideas. I apply continuous learning to my curricula and provide up-to-date research and evidence in each class to support student learning. I strive to inspire students to "learn how to learn" with experiential engagement that develops their industry and academic research skills.

I provide direction throughout assigned work to ensure students meet academic and professional expectations. I also strive to create an inclusive environment where all students feel comfortable expressing their ideas. Students become more confident when they trust that their thoughts will be respected and engaged, and confidence builds their competence.

I grew my career on the practical application of ideas, and I strive to translate research and theory into functional, actionable, applied business skills in every course I teach. I contribute to knowledge mobilization by blending academic information with practitioner-focused tools and insights that helped undergraduate students learn better.

To support my continuous learning, I completed a Certificate in Knowledge Mobilization at the University of Guelph (2019), a Higher Education Teaching Certificate with Harvard University (2020), and a Case Study Writing course (2021) with Ivey Business School.

I am a latecomer to teaching in a university environment. I have learned how rewarding teaching and service opportunities are. I cherish the opportunity to share my mentorship, knowledge, and support for undergraduate students as they study in Arts and Business program at the University of Waterloo.

## **Teaching Philosophy Statement**

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My teaching style builds an open classroom environment that actively engages student experiences. My teaching philosophy is that shared content gains greater meaning if contextualized against students' collective experience, knowledge, and media consumption. This approach builds critical thinking skills, confidence, and competence with learned content.

I strive to meet individual learning styles by illustrating meaning with various tools and tactics in the classroom. My classroom approach draws upon my background in public performance, creative writing, applied research, and multimedia production to provide students with immersive multimodal experiences.

I work to empower students by developing their measured, informed confidence. In a business context, informed confidence is the ability to express an original idea and back it up with facts and data that truthfully validate its worth. In management, I strived to empower people to develop their ability to make autonomous, focused, informed, and balanced decisions. Similarly, I work to create teaching environments that value independent thought and informed strategic and critical thinking.

I help students to help themselves by building their confidence in research, analysis, and fact-based reasoning. Challenging concepts become more accessible for students when presented in the context of collective, shared experiences. Shared stories make concepts simpler for students to understand and easier to leverage in future professional activities. I teach people to embrace the diversity of resources available and trust their intuition to assess situations and generate actionable ideas.

I have taught intentional decision-making to students, colleagues, and clients by developing a commonly understood mission and purpose for any endeavor. Understanding purpose creates meaningful results, and people united on a purposeful foundation will make informed, productive decisions that are meaningfully aligned with personal and organizational goals.

My goal is to help students build confidence and competence by developing their understanding of applied theories and practices while demonstrating that their analyses and ideas are valued and valuable. This understanding is based on scholarly work and practical skills, allowing students to share stated, actionable, and well-informed ideas confidently.

My teaching objective is to translate research and theories into valuable, actionable skills to make students more successful and proficient in their chosen profession.



## **Courses Taught**

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### **ARBUS 400, Strategy and Program Integration capstone (Undergraduate, Interdisciplinary)**

Fall (September 2024 - December 2024)

Arts and Business, The Department of Economics, The Faculty of Arts, The University of Waterloo

Number of Students: 30 ARBUS students in an interdisciplinary course with 120 students from five separate faculties.

Percentage Teaching Responsibility: 25

### **ARBUS 200, Entrepreneurship Principles and Practices (Undergraduate)**

Fall (September 2024 - December 2024)

Arts and Business, The Department of Economics, The Faculty of Arts, The University of Waterloo

Number of Students: 120

Percentage Teaching Responsibility: 100

### **MGMT 220, Entrepreneurship and the Creative Workplace (Undergraduate)**

Fall (September 2024 - December 2024)

The Department of Economics, The Faculty of Arts, The University of Waterloo

Number of Students: 60

Percentage Teaching Responsibility: 100

### **MGMT 244, Principles of Marketing (Undergraduate)**

Summer (May 2023 - August 2024)

The Department of Economics, The Faculty of Arts, The University of Waterloo

Number of Students: 60

Percentage Teaching Responsibility: 100

### **MGMT 220, Entrepreneurship and the Creative Workplace (Undergraduate)**

Summer (May 2023 - August 2024)

The Department of Economics, The Faculty of Arts, The University of Waterloo

Number of Students: 60

Percentage Teaching Responsibility: 100

### **ARBUS 200, Entrepreneurship Principles and Practices (Undergraduate)**

Summer (May 2023 - August 2024)

Arts and Business, The Department of Economics, The Faculty of Arts, The University of Waterloo

Number of Students: 60

Percentage Teaching Responsibility: 100

### **ARBUS 300, Practical Business Skills (Undergraduate)**

Winter (January 2023 - April 2024)

Arts and Business, The Department of Economics, The Faculty of Arts, The University of Waterloo

Number of Students: 120

Percentage Teaching Responsibility: 100

### **ARBUS 200, Entrepreneurship Principles and Practices (Undergraduate)**

Fall (September 6, 2023 - December 6, 2023)

Arts and Business, The Department of Economics, The Faculty of Arts, The University of Waterloo

Number of Students: 120

Percentage Teaching Responsibility: 100

### **MGMT4050, Business Consulting (Undergraduate)**

Winter (January 9, 2022 - April 6, 2023)

Marketing and Consumer Studies, University of Guelph

Number of Students: 40

Percentage Teaching Responsibility: 100

**MCS2000, Business Communication (Undergraduate)**

Winter (January 9, 2022 - April 6, 2023)  
Marketing and Consumer Studies, University of Guelph  
Number of Students: 120  
Percentage Teaching Responsibility: 100

**MCS3050, Digital Marketing (Undergraduate)**

Winter (January 9, 2022 - April 6, 2023)  
Marketing and Consumer Studies, University of Guelph  
Number of Students: 40  
Percentage Teaching Responsibility: 100

**MCS4910, Sales in a Digital Age (Undergraduate)**

Fall (September 1, 2022 - December 31, 2022)  
Marketing and Consumer Studies, University of Guelph  
Number of Students: 32  
Percentage Teaching Responsibility: 100

**MCS3050, Digital Marketing (Undergraduate)**

Fall (September 1, 2022 - December 31, 2022)  
Marketing and Consumer Studies, University of Guelph  
Number of Students: 44  
Percentage Teaching Responsibility: 100

**MGMT4050, Business Consulting (Undergraduate)**

Fall (September 1, 2022 - December 31, 2022)  
Marketing and Consumer Studies, University of Guelph  
Number of Students: 36  
Percentage Teaching Responsibility: 100

**MCS2000, Business Communication (Undergraduate)**

Fall (September 1, 2022 - December 31, 2022)  
Marketing and Consumer Studies, University of Guelph  
Number of Students: 120  
Percentage Teaching Responsibility: 100

**BUS6050, Business Fundamentals (Graduate)**

Summer (May 9, 2022 - June 24, 2022)  
Executive Programs, University of Guelph  
An introductory overview of business expectations for MBA students.  
Number of Students: 45  
Percentage Teaching Responsibility: 100

**MCS3050, Digital Marketing (Undergraduate)**

Winter (January 1, 2022 - May 1, 2022)  
Marketing and Consumer Studies, University of Guelph  
Number of Students: 41  
Percentage Teaching Responsibility: 100

**MGMT4050, Business Consulting (Undergraduate)**

Winter (January 1, 2022 - May 1, 2022)  
Marketing and Consumer Studies, University of Guelph  
Number of Students: 34  
Percentage Teaching Responsibility: 100

**MCS4910, Sales in a Digital Age (Undergraduate)**

Winter (January 1, 2022 - May 1, 2022)

Marketing and Consumer Studies, University of Guelph

Number of Students: 35

Percentage Teaching Responsibility: 100

**MCS2000, Business Communication (Undergraduate)**

Fall (September 1, 2021 - December 31, 2021)

Marketing and Consumer Studies, University of Guelph

Number of Students: 120

Percentage Teaching Responsibility: 100

**MCS3050, Digital Marketing (Undergraduate)**

Fall (September 1, 2021 - December 31, 2021)

Marketing and Consumer Studies, University of Guelph

Number of Students: 51

Percentage Teaching Responsibility: 100

**MGMT4050, Business Consulting (Undergraduate)**

Fall (September 1, 2021 - December 31, 2021)

Marketing and Consumer Studies, University of Guelph

Number of Students: 35

Percentage Teaching Responsibility: 100

**BUS6050, Business Fundamentals (Graduate)**

Summer (May 1, 2021 - June 25, 2021)

Executive Programs, University of Guelph

Number of Students: 60

Percentage Teaching Responsibility: 100

**MCS3050, Digital Marketing (Undergraduate)**

Winter (January 1, 2021 - May 1, 2021)

Marketing and Consumer Studies, University of Guelph

Number of Students: 58

Percentage Teaching Responsibility: 100

**MCS2000, Business Communication (Undergraduate)**

Winter (January 1, 2021 - May 1, 2021)

Marketing and Consumer Studies, University of Guelph

Number of Students: 148

Percentage Teaching Responsibility: 100

**MCS3620, Marketing Communications (Undergraduate)**

Winter (January 1, 2021 - May 1, 2021)

Marketing and Consumer Studies, University of Guelph

Number of Students: 79

Percentage Teaching Responsibility: 100

**MCS2000, Business Communication (Undergraduate)**

Section: Distance Education, Fall (September 1, 2020 - December 31, 2020)

Marketing and Consumer Studies, University of Guelph

Number of Students: 288

Percentage Teaching Responsibility: 100

**MCS3050, Digital Marketing (Undergraduate)**

Fall (September 1, 2020 - December 31, 2020)  
Marketing and Consumer Studies, University of Guelph  
Number of Students: 69  
Percentage Teaching Responsibility: 100

**MCS3620, Marketing Communications (Undergraduate)**

Fall (September 1, 2020 - December 31, 2020)  
Marketing and Consumer Studies, University of Guelph  
Number of Students: 76  
Percentage Teaching Responsibility: 100

**MCS3620, Marketing Communications (Undergraduate)**

Fall (September 1, 2020 - December 31, 2020)  
Marketing and Consumer Studies, University of Guelph  
Number of Students: 72  
Percentage Teaching Responsibility: 100

**MCS2000, Business Communication in a Changing World (Undergraduate)**

Distance Education, Winter (January 1, 2020 - May 1, 2020)  
Marketing and Consumer Studies, University of Guelph  
Number of Students: 97  
Percentage Teaching Responsibility: 100

**MCS3620, Marketing Communications (Undergraduate)**

Winter (January 1, 2020 - May 1, 2020)  
Marketing and Consumer Studies, University of Guelph  
Number of Students: 119  
Percentage Teaching Responsibility: 100

**MCS3620, Marketing Communications (Undergraduate)**

Winter (January 1, 2020 - May 1, 2020)  
Marketing and Consumer Studies, University of Guelph  
Number of Students: 107  
Percentage Teaching Responsibility: 100

**MCS3050, Digital Marketing (Undergraduate)**

Winter (January 1, 2020 - May 1, 2020)  
Marketing and Consumer Studies, University of Guelph  
Number of Students: 52  
Percentage Teaching Responsibility: 100

**MCS1000, Introductory Marketing (Undergraduate)**

Fall (September 1, 2019 - December 31, 2019)  
Marketing and Consumer Studies, University of Guelph  
Number of Students: 197  
Percentage Teaching Responsibility: 100

**MCS2000, Business Comm in a Changing World (Undergraduate)**

Distance Education, Fall (September 1, 2019 - December 31, 2019)  
Marketing and Consumer Studies, University of Guelph  
Number of Students: 237  
Percentage Teaching Responsibility: 100

**MCS3620, Marketing Communications (Undergraduate)**

Fall (September 1, 2019 - December 31, 2019)  
Marketing and Consumer Studies, University of Guelph  
Number of Students: 71  
Percentage Teaching Responsibility: 100

**MCS2000, Business Communication in a Changing World (Undergraduate)**

Fall (September 1, 2019 - December 31, 2019)  
Marketing and Consumer Studies, University of Guelph  
Number of Students: 112  
Percentage Teaching Responsibility: 100

**MCS2000, Business Communication in a Changing World (Undergraduate)**

Winter (January 1, 2019 - May 1, 2019)  
Marketing and Consumer Studies, University of Guelph  
Number of Students: 107  
Percentage Teaching Responsibility: 100

**MCS4920, Topics in Consumer Studies – Digital Marketing (Undergraduate)**

Winter (January 1, 2019 - May 1, 2019)  
Marketing and Consumer Studies, University of Guelph  
Number of Students: 50  
Percentage Teaching Responsibility: 100

**MGMT4030, Food Product Development II (Undergraduate)**

Winter (January 1, 2019 - May 1, 2019)  
Marketing and Consumer Studies, University of Guelph  
Number of Students: 13  
Percentage Teaching Responsibility: 100

**FOOD4270, Food Product Development II (Undergraduate)**

Winter (January 1, 2019 - May 1, 2019)  
Marketing and Consumer Studies, University of Guelph  
Number of Students: 43  
Percentage Teaching Responsibility: 100

**MCS2000, Business Communication in a Changing World (Undergraduate)**

Fall (September 1, 2018 - December 31, 2018)  
Marketing and Consumer Studies, University of Guelph  
Number of Students: 121  
Percentage Teaching Responsibility: 100

**MCS2000, Business Communication in a Changing World (Undergraduate)**

Fall (September 1, 2018 - December 31, 2018)  
Marketing and Consumer Studies, University of Guelph  
Number of Students: 121  
Percentage Teaching Responsibility: 100

**MCS3620, Marketing Communications (Undergraduate)**

Fall (September 1, 2018 - December 31, 2018)  
Marketing and Consumer Studies, Guelph, University of Guelph  
Number of Students: 42  
Percentage Teaching Responsibility: 100

**MGMT4020, Food Product Development I (Undergraduate)**

Fall (September 1, 2018 - December 31, 2018)

Marketing and Consumer Studies. Guelph, University of Guelph

Number of Students: 18

Percentage Teaching Responsibility: 100

**FOOD4260, Food Product Development I (Undergraduate)**

Fall (September 1, 2018 - December 31, 2018)

Marketing and Consumer Studies. Guelph, University of Guelph (Canada - Ontario - Academic), Campus: Guelph

Number of Students: 44

Percentage Teaching Responsibility: 100

**MCS3620, Marketing Communications (Undergraduate)**

Winter (January 1, 2018 - May 1, 2018)

Marketing and Consumer Studies, University of Guelph

Number of Students: 50

Percentage Teaching Responsibility: 100

**MCS4920, Topics in Consumer Studies - Digital Marketing (Undergraduate)**

Winter (January 1, 2018 - May 1, 2018)

Marketing and Consumer Studies, University of Guelph

Number of Students: 55

Percentage Teaching Responsibility: 100

**HTM3080, Marketing Strategy for Hospitality Managers (Undergraduate)**

Winter (January 1, 2018 - May 1, 2018)

Hospitality, Food and Tourism Management, University of Guelph

Number of Students: 40

Percentage Teaching Responsibility: 100

**MCS2000, Business Communication in a Changing World (Undergraduate)**

Distance Education, Fall (September 1, 2017 - December 31, 2017)

Marketing and Consumer Studies, University of Guelph

Number of Students: 122

Percentage Teaching Responsibility: 100

**MCS2000, Business Communication in a Changing World (Undergraduate)**

Fall (September 1, 2017 - December 31, 2017)

Marketing and Consumer Studies, University of Guelph

Number of Students: 123

Percentage Teaching Responsibility: 100

**MCS3620, Marketing Communications (Undergraduate)**

Fall (September 1, 2017 - December 31, 2017)

Marketing and Consumer Studies, University of Guelph

Number of Students: 61

Percentage Teaching Responsibility: 100

**MCS4370, Marketing Strategy (Undergraduate)**

Fall (September 1, 2017 - December 31, 2017)

Marketing and Consumer Studies, University of Guelph

Number of Students: 61

Percentage Teaching Responsibility: 100

**HTM3080, Marketing Strategy for Hospitality Managers (Undergraduate)**

Winter (January 1, 2017 - May 1, 2017)

Hospitality, Food and Tourism Management, University of Guelph

Number of Students: 50

Percentage Teaching Responsibility: 100

**MCS3620, Marketing Communications (Undergraduate)**

Section 1, Winter (January 1, 2017 - May 1, 2017)

Marketing and Consumer Studies, University of Guelph

Number of Students: 71

Percentage Teaching Responsibility: 100

**MCS3620, Marketing Communications (Undergraduate)**

Section 2, Winter (January 1, 2017 - May 1, 2017)

Marketing and Consumer Studies, University of Guelph

Number of Students: 70

Percentage Teaching Responsibility: 100

**HTM3080, Marketing Strategy for Hospitality Managers (Undergraduate)**

Fall (September 1, 2016 - December 31, 2016)

Hospitality, Food and Tourism Management, University of Guelph

Number of Students: 59

Percentage Teaching Responsibility: 100

**MCS2000, Business Communication in a Changing World (Undergraduate)**

Fall (September 1, 2016 - December 31, 2016)

Marketing and Consumer Studies, University of Guelph

Number of Students: 223

Percentage Teaching Responsibility: 100



## **Course Design and Development**

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### **Course Development and Instructor: Interdisciplinary Capstone (iCapstone)**

Multiple faculties, The University of Waterloo

Course Level: Undergraduate

Date First Taught: April 2024

Course Description: This fourth-year interdisciplinary capstone course was developed and co-taught with faculty and students from Arts and Business, Engineering, Environment, Environment and Business, Math, and Science. The course's design applied "principles of strategy for the purpose of enabling students to effectively position themselves for opportunities after graduation." The course engaged with actual clients in the community to develop solutions around the theme of "Future Cities." Its purpose was for students in interdisciplinary teams to "develop a deep understanding of the focal problem through months of thoughtful research, building the foundation for your project (e.g. problem definition, situation analysis, conducting a literature review, solutions identification and evaluation, and managing your team and your project and developing your communication skills)."

### **Course Development and Instructor: Principles of Marketing**

The Department of Economics

The Faculty of Arts, The University of Waterloo

Course Level: Undergraduate

Date First Taught: April 2024

Course Description: This second-year course was developed on an existing description that stated: "This course is designed to provide a broad understanding of the field of marketing, including consumer behaviour, segmentation, targeting, positioning, branding, and the marketing mix. Students will gain an understanding of how organizations identify the needs of potential consumers and create and deliver value to these consumers through the marketing process." The course's content was built on this foundation for students in the Faculty of Arts.

### **Course Development and Instructor: Practical Business Skills**

Arts and Business, The Department of Economics

The Faculty of Arts, The University of Waterloo

Course Level: Undergraduate

Date First Taught: January 2024

Course Description: This third-year course was developed on an existing description that stated: "This course will introduce students to important and relevant business skills that will assist them as they prepare for successful careers." The course's content was built on strategic analysis of case studies and real-world current events to apply a theoretical approach to problem-solving for students in the Faculty of Arts.

### **Course Development and Instructor: Entrepreneurship Principles and Practices**

Arts and Business, The Department of Economics

The Faculty of Arts, The University of Waterloo

Course Level: Undergraduate

Date First Taught: September 2023

Course Description: This course was developed on an existing description that stated: "The role of the entrepreneur, the entrepreneurial firm, and the creative society are examined. Students are exposed to the practices that enable workplace creativity and innovation with exposure to leadership theory and project management." The course's content built on this foundation to provide students in the Faculty of Arts with hands-on practices and insights that will support their career development as an entrepreneur, or in any business or organization.



**Course Development and Instructor: Sales in a Digital Age**

Marketing and Consumer Studies

University of Guelph

Course Level: Undergraduate

Date First Taught: January 2022

Course Description: Sales in a Digital Age is an experiential sales course created in partnership with Shopify, explicitly focusing on the digital economy. Students develop competence in presentation skills, professional selling theory, and sales management. Course topics include sales planning, prospecting, the selling process, relationship selling, professional communication, the psychology of selling, buyer behaviour, building relationships, and closing a sale. Course content is shared in the context of sales in a digital age, engaging online tools to create value and achieving greater efficiency and effectiveness.

**Course Development and Instructor: Business Consulting**

Marketing and Consumer Studies

University of Guelph

Course Level: Undergraduate

Date First Taught: September 2021

Course Description: This course allows students to learn the art and science of delivering professional counsel to various businesses and organizations while investigating and proposing sustainable solutions.

**Course Development and Instructor, Business Fundamentals**

Executive Programs

University of Guelph

Course Level: Graduate

Date First Taught: May 2021

Course Description: Examination of the theory, function, application, and practice of business with particular emphasis on essential skills, including strategy, communications, content, stakeholders and decision-making. The course also includes critical business concepts such as ethics/ethical decision-making, sustainable business development; ethical management; diversity and cross-cultural management. This course introduces MBA students to content and provides learning experiences to understand what it means to be a General Manager in today's organizational environment.

**Course Development and Instructor, Business Communication - Distance Education**

Marketing and Consumer Studies

University of Guelph

Course Level: Undergraduate

Date First Taught: January 2019

Course Description: This course provides an overview of business communication by reviewing and discussing key concepts such as leadership, sustainability, ethics and globalization. Classes are supplemented by discussions of business cases and hand-in assignments designed to develop the written, verbal and non-verbal business communication skills required to successfully and persuasively share ideas, research, proposals, applications, and business plans.

**Course Development and Instructor: Digital Marketing**

Marketing and Consumer Studies

University of Guelph

Course Level: Undergraduate

Date First Taught: January 2018

Course Description: This course examines online marketing plans and actions that can be implemented and measured. We explore the convergence of owned, earned, and paid media in online spaces and learn how digital marketing platforms can support a strategic plan. We view marketing management principles and the design, measurement, and evaluation of communication programs through the lens of digital marketing.