

EXCELLENT TEACHING FROM THE PERSPECTIVES OF MARKETING STUDENTS

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ABSTRACT

This paper classifies the characteristics of excellent teaching into three aspects: skills and knowledge, attitude and pedagogy. 24 statements are identified under the three categories. A survey and in-depth interviews were conducted to understand Marketing students' perspectives on excellent teaching. Different types of students are included and compared: undergraduate versus graduate students, full-time versus part-time students, and current students versus graduates. The survey results show that different types of students have similar evaluation on the importance of various characteristics. Consistent to the previous studies, the respondents considered communication skills the most important characteristic of excellent teaching. From in-depth interviews, attitude was regarded the most important aspect of excellent teaching. The results show that characteristics of excellent teaching are interrelated.

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