

TEACHING STATEMENT

I come from a family with a rich background in education: my grandmother was a math teacher and a school vice-principal, my father was a teacher of arts, and my mother taught history in high school. When I grew up, I realized that I inherited a passion for teaching and transferring my knowledge to other people. I was a university lecturer in my home country, Ukraine, and decided to pursue a career as an educator in the United States. I believe that a good educator plays an important role in shaping students' future and serves as a role model, so it is important to me that I do my best in educating and mentoring the students.

Teaching Experience and Interests

I have had several experiences that have helped me in my early stages as a faculty member. I worked in Ukraine as a part-time lecturer. As a holder of a M.S. degree in Management, in 2009-2010, I taught Decision Making Methods and Entrepreneurship in Ukraine to undergraduate students and Theoretical Foundations of Management and Tourism Management to graduate students. As a doctoral candidate at West Virginia University, I have taught two undergraduate courses: Buyer Behavior and Global Marketing. I also served as a guest lecturer in Global Marketing, Marketing Research, and Tourism Management courses at West Virginia University.

Currently, as an Assistant Professor at Dominican University, I teach four courses: Marketing, International Marketing, International Business, and Doing Business Around the World (Latin America and Asia). Moving forward, I am particularly interested in teaching courses in the areas of Global Marketing, Consumer Behavior, Digital Marketing, Marketing Research, Marketing Strategy, and Tourism Marketing.

Teaching Philosophy

My teaching philosophy is based on three key components: engagement, preparation for business careers, and fairness.

Engagement

I want my students to be as passionate about marketing as I am, and I believe that engagement with the course materials both in and outside of the classroom is an essential part of the learning process. To engage my students, I make my lectures interesting and relevant to their daily lives. To target students with different learning styles, I use a multiple-methods approach that includes written (e.g., textbook, media articles, case studies), audio-visual (e.g., videos, slides, graphs, and charts), technology-based (e.g., Kahoot.it games, polls, simulations), and interactive (e.g., in-class assignments and discussions, online discussions, experiments, etc.) activities. In their evaluations, my students often mentioned that multiple learning methods helped them a lot to stay engaged and learn.

Preparation for Business Careers

Since my students need to develop skills that will help them succeed in real life, I emphasize on practical application of academic knowledge in my courses. I explain each theory or concept, relate it to a real-world situation, and give students a chance to immediately apply this knowledge (e.g., to design an advertisement or a marketing message). I also think that critical thinking is an essential real-life skill; I encourage students to critically evaluate the theories that

they have learned in class, to think “outside-of-the- box” and approach a problem from various angles, and to ask questions that provoke class discussions. For example, in my face-to-face Global Marketing class, I organize debates on emerging global problems (e.g., the U.S.-China trade wars or Brexit). I split the class into opponents and proponents of each situation and ask them to develop strong arguments in support of each position. We critically evaluate each side’s arguments and discuss the impact of the policymakers’ decisions on all relevant stakeholders. In both classes that I taught in Spring 2022, I used the war in Ukraine to illustrate how war affected the world economies, the role of sanctions, hunger, etc. In their evaluations, students mentioned that explaining current situations and relating them to the theories discussed in class was one of my strengths: *“She was really good at explaining different situations that were happening in the outside world and was able to relate them to our classwork. She is one of my favorite professors.”* (INTB-280 “International Business”, Spring 2022).

I also include a group project in each class because working in a team and developing professional relationships will be commonplace for many of my students throughout their careers. Finally, I always emphasize professional behavior and business etiquette in and outside of class as well as in written communication.

Fairness

I state clear expectations of student performance in the syllabi and grading rubrics for major assignments. I also provide tips on how students can maximize their performance. At the same time, I am aware that most of my students have special needs, so I am flexible in accommodating those needs upon request. I also think that using multiple methods in teaching helps students maximize their learning and performance by addressing their individual learning styles. Finally, I treat students with respect in all my interactions with them – in class, via email, or during office hours. I am consistently available outside of the class via office hours or email. However, I always emphasize that I am supporting students but not taking responsibility for their learning because my goal is to educate responsible and professional adults.

Overall Effectiveness

In sum, I put a lot of effort into developing and teaching my courses. I attend educational conferences, workshops, and trainings to learn best pedagogical practices. I am currently participating in the Culturally Relevant Voices Academy funded by National Endowment for Humanities. It is a professional development initiative to strengthen the teaching of foundational skills with a stronger grounding in culturally relevant pedagogy. Specifically, this program helps instructors to adapt their course materials and teaching styles to better meet the needs of students with various cultural backgrounds.

I strive to improve my teaching skills implementing student feedback. If I see that students have difficulties in understanding certain concepts, I provide more detailed explanations and more examples which many students appreciate. I also ask students to complete a brief survey at the beginning of the semester to better understand their needs and backgrounds.

I believe that my teaching approach has resulted in engaged students who are a pleasure to have in class. My student evaluations are equal to or exceed departmental and university averages. I also stay in touch with many of my former students after they graduate to support them in pursuing further degrees, provide letters of recommendations and celebrate their career achievements.

MKTG-315 “Buyer Behavior”

	Instructor Evaluations ¹	College Average	University Average
Spring 2018	4.01	4.30	4.38
Fall 2018	4.43	4.35	4.37
Spring 2019	4.27	4.36	4.41
Spring 2020	4.85	4.45	4.51

MKTG-485 “Global Marketing”, MKTG-370 “International Marketing”

	Instructor Evaluations	College Average	University Average
Fall 2019	4.55	4.41	4.40
Fall 2020	4.79	4.33	4.43
Spring 2022 ²	3.85	n/a	3.60

MKTG-301 “Marketing”

	Instructor Evaluations	Department Average	University Average
Fall 2021 ²	3.30	3.50	3.50

INTB-280 “International Business”

	Instructor Evaluations	Department Average	University Average
Spring 2022 ²	3.80	3.60	3.60

Selected Student Comments:

Buyer Behavior (Spring 2019):

“Overall I loved this course and thought [Elvira Kizilova] was very understanding and down to earth. I don't really have any recommendations for changes.”

Global Marketing (Fall 2019):

“[Elvira Kizilova’s] great ability to explain, her enthusiasm and dedication to teaching the material, and mostly her excellence [helped me in this course].”

“I would like to thank you to be such an awesome professor. You have always been there for me. And [I] learned a lot from you throughout the semester. Thank you again it was a pleasure being in your class.”

¹ The reported rating is the average student response to: “The instructor’s overall teaching effectiveness was” and “The overall effectiveness of the course was” (1 = Poor; 5 = Excellent).

² The reported rating is the student response to “I consider the instructor to be...” (1=Not effective; 4= Highly Effective).

Consumer Behavior (Spring 2020):

"[Elvira Kizilova's] lectures were very thought-provoking and informative, and also the kahoot reviews we did. The professor also was very understanding with everything going on, and gave feedback on everything I did so I knew if I was on the right track or not."

Global Marketing (Fall 2020):

"I couldn't have asked for a better class! Everything from the sims to the quizzes and video assignments all were to the point and made me learn the material very easily. Thank you for making this class fun and enjoyable to be in."

International Marketing (Spring 2022):

Professor Kizilova has been one of the best professors I have had at this school. She genuinely cares for her students to pass the course and to have enthusiasm about it too.

"Throughout the whole class this professor managed to make every single topic that we discussed something interesting to learn and the most important the messaging and communication while teaching was very clear and precise. I believe that in order to be highly effective you have to be able to exceed and what you do and I truly believe that this professor has done it. She managed to make the class extremely interesting and was always up-to-date when it came to topics and examples. During her lecture, throughout class assignments, projects and in our final presentations she managed to help us connect with the topics and actually understand them not only learn them for an example actually be able to understand what we are learning and be able to apply it in real life scenarios which is extremely valuable for me."

International Business (Spring 2022):

"A very professional individual to learn and work with. Lead class adequately, with full respect, and in a timely manner. Addressed all and any concerns that were raised during class and out of class. The professor also constantly encouraged class for participation which led to comprehension, knowledge, and success. She is very open and caring towards her students. Dominican needs more professors like her!!"