



APM Assistant Professor

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- **Research Field:**
Business administration
- **Subjects:**
Marketing Research,
Introduction to Marketing,
Principles of Marketing,
Study Skills and Academic Writing

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Tips

1. Use platforms such as Youtube to showcase the practical aspects of taught concepts
2. Using a Theory plus Practice approach which will give the students room to test taught theories and concepts

Q. In your classes, which subject do you plan for the most?

A. I spend a lot of time planning for my Marketing Research class. This class has an enrollment of around 150 students, comprised mostly of 2nd and 3rd year students. In this class, I take a Theory plus Practice Approach (T+P Approach). During the first 30 minutes of the lecture, I deliver the theoretical aspects of the class through the lecture slides, and in the other 60 minutes, I use a practical approach. During the practice session, students analyze and interpret quantitative marketing data from reputable organizations using a data analysis software specifically designed for the marketing class. I ensure that students become heavily involved in the class by breaking them into small groups. Through the online Zoom platform, I can follow up on those small groups to ensure that no

student is left behind. Students in small groups can compare the results of their data analysis and give meaning to the data. During this process of comparing and interpreting each other's data, they can experience peer to peer learning. I believe peer to peer learning allows students to work through new concepts and material with few classmates allowing them an opportunity to teach and be taught by one another, which will allow them to expand their perspectives and create meaningful connections.

In your classes, what do you do to increase the quality of student learning?

A. My approach towards quality learning is: **(Process)** to **(End Results)**

The process of achieving quality learning in my

class starts from enabling my students to brainstorm at an individual level during the discussion. I believe brainstorming first before joining an open discussion will help them to develop their own ideas before engaging with other students' opinions, and it will also improve the quality of the open discussion. Open discussion follows the brainstorming process, and at this stage every student will have an opportunity to engage with other students in a small group format. The peer-to-peer learning process occurs at this stage in which the students interrogate each other's ideas and opinions. Before offering students an expert solution to the class problem, this stage enables students to contribute to the class discussion by fostering a problem-solving attitude in them in advance.

After listening to their ideas and contributions, I then weigh into the class discussion by offering the expert opinion/solution. At this stage, I offer a

theoretical solution to the problem and use videos from YouTube to reinforce the concepts through real-life examples. After these three stages of the learning process, brainstorming, open discussion, and solution, I can evaluate the (End Result) of the process based on the quality of solutions which students bring to the class discussion and give constructive feedback.

Q. In your classes, what do you do to increase students' motivation for learning?

Figure 1: Class Breakdown

First, I create a class structure aimed at supporting active student involvement as depicted in Figure 1. The first part of the class is a 30-minute lecture, a 10-minute discussion, and a 5-minute break. The

latter half of the class is a 40-minute lecture, 10-minute quiz or discussion, and questions. From my own experience, I discovered that students benefit more from a class which is structured to support active participation

Second, I increase student motivation through open discussions using the Zoom chat function. I encourage students to talk freely and express their opinions about class topics on the chat box whenever they want. Also, in a large class, I divide the students into small groups and evaluate their work through worksheets or peer review. The submission of a group worksheet following the class discussion is a very efficient way to motivate students to join the discussion.

Third, I make use of a wide array of tools to motivate students, including media such as YouTube

videos, in-class quizzes, a question-and-answer platform, and peer-to-peer discussions. I make use of in-class 'bonus point' quizzes to stimulate interest amongst students through rewarding them. I also ask students a lot of class-related questions and challenge them to think deeply about the subject. I believe that creating such an interactive platform will enable intellectual stimulation. In addition to those tactics, I allow students to carry out peer-to-peer discussions to create a platform for sharing ideas and collectively solving class content-related problems.

Q. What do you think is important in the process of education?

1. Education on fundamental knowledge

Knowledge is the most important thing for every

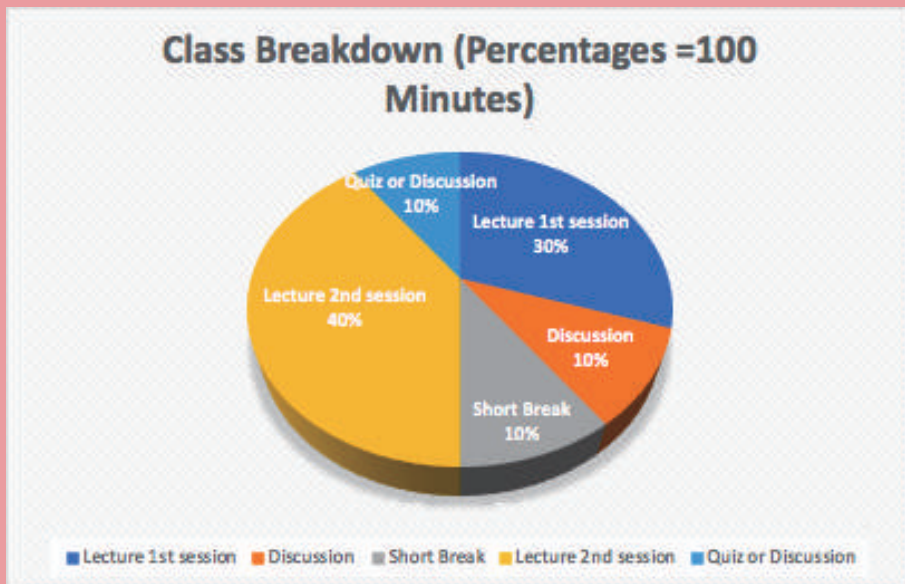
MS: Adapting to the Fast-Changing Environment

- **Struggling in a Fast-Changing Digital Marketing Environment**

Microsoft is making **fresh moves** to reestablish itself

- Before 2000s, MS achieved a huge success of Windows.
- In 2000s, **PC sales growth flattened** and the **new digital devices** and technologies appeared.
- These new devices don't use the old MS software.
- Recently, Microsoft has begun **a dramatic transformation** to reestablish itself as an essential brand in fast-changing digital marketing environment.

Figure 1: Class Breakdown



student who enrolls in a university. The most important thing is to ensure that fundamental knowledge is delivered to the student. Also, students must grasp as much knowledge as possible. This means that the learning process involves both the instructor and student, and both sides should strive to ensure the achievement of knowledge delivery.

2. Application of knowledge to real life

Not only receiving fundamental knowledge, but also being able to apply this knowledge to everyday life and one's future is especially important for students. Students must ensure that they develop the ability to apply the knowledge they have learned in class in their everyday lives. The first step would be to apply taught concepts when participating in business case competitions which APU offers. By doing so, you will be applying acquired knowledge

to real life situations.

3. Interactive communication

Interactive communication is also particularly important. Interactive communication opens the space for sharing ideas and exchanging information which broadens the understanding of marketing concepts. Interactive communication through class participation, participation in group discussions, completing assignments and keeping up with class content to me typifies a model APU student who can deliver change to their community and the world at large.

Q. What do you expect from the students who take your classes?

1. Diligence

Students who take my classes should be hard-working. The university is a platform to learn and receive knowledge, and diligence plays a key part in the entire process. Hard work means keeping track of class content, submitting assignments in time, and having the zeal to find solutions to the presented class problems.

2. Respect

Respect for everyone: friends, classmates, TAs, the professor, and other faculty and staff members, is something which reflects the ideals of a global citizen. APU comprises individuals from different backgrounds who must all respect one another and

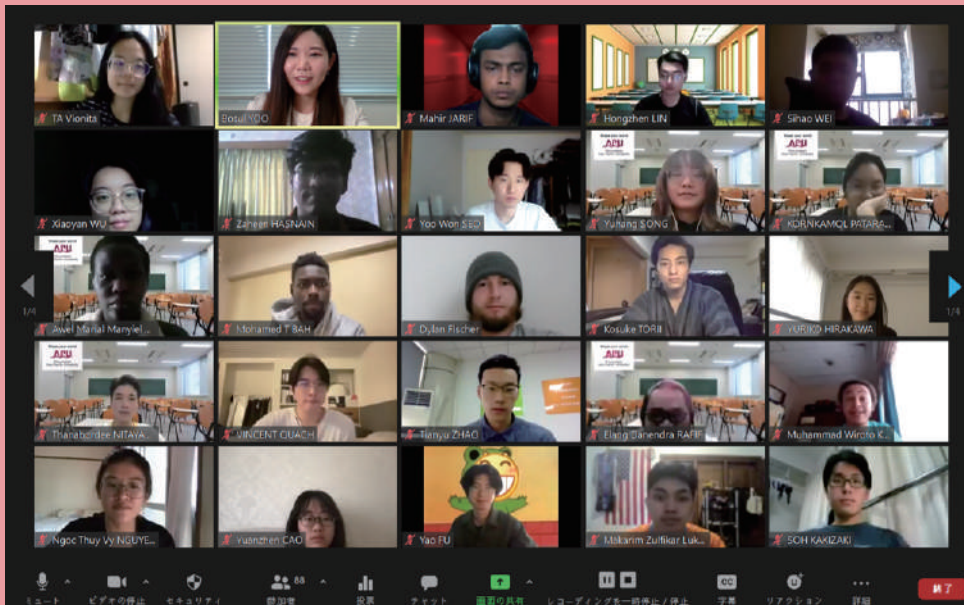
have their opinions and concerns heard.

3. Passion

Students who take my classes should be passionate about their goals and willing to ensure that they fulfill their goals. "Shaping your world" starts by achieving personal goals in class, cascading into becoming a model global citizen who works to solve world issues.

Interviewer Impressions

I took Professor Yoo's Introduction to Marketing class during my 3rd semester at APU. Introduction to Marketing was filled with energy. Professor YOO made the class very interactive by introducing us to several marketing theories such as the SWOT analysis. The SWOT analytic tool is a vital component of any business, it helps the business analyze its strengths, weaknesses, opportunities and threats. YouTube videos showcasing production processes and marketing commercials of companies such as Hitachi and Google helped me conceptualize business ideas which I had previously struggled to articulate. At the end of the semester, I realized that I had gained knowledge about marketing and had broadened my network of friends. I believe these newfound connections were a result of the group activities which we took in class.



What is [Q]?

At APU there are many professors who put together wonderful classes, and if we could get to know how these classes are planned, it would contribute to the improvement of other professors' classes. For that purpose, we have begun doing interviews in order to learn about class planning. These articles have been entitled [Q], comprising a variety of meanings such as: increasing the [Q]uality of classes, answering [Q]uestions to increase quality, and forming a [Q]ueue, or line, of class improvements. We would be very happy if these articles could contribute to the [Q]uest of APU professors' class quality improvement.