

Jose Mendoza

518 LaSalle Court, Buffalo Grove, IL 60089 |

Phone: (847) 220-0811 / (847) 220-1947 • E-mail: jose@mendoza.bz • www.jose-mendoza.com

TEACHING STATEMENT

As an experienced Global Marketing Director that was responsible of managing global brands for many years, I found that marketing, and consumer behavior in particular, is a fascinating and trendy subject, albeit in development. In the practitioner setting, consumer behavior seems rapidly evolving yet incomplete. Managers seem to prefer uncomplicated approaches with simplicity and expediency rather than convoluted and elaborated processes. On the other hand, in the academic world, I found that research is also generating a copious amount of knowledge, far-reaching, but oftentimes clashing with the uncomplicated approach demanded by managers. Therefore, as an educator, I strive to guide students to develop critical thinking skills and problem solving strategies that are grounded in academic research but with the pragmatism demanded in today's environment.

In order to accomplish my goal of preparing students for an endlessly demanding and defiant business environment, I use some methods to my advantage. First, I like to use relevant case studies. In my classes of Consumer Behavior at Western Michigan University, I work with cases that I have written for my students. They cover topics such as selling during special occasions (for example, my case of "Chocolates for Valentine's Day), to specific populations (for example, my case on selling shaving products to women) or multi-cultural consumers (for example, my case on selling organic orange juice to Chinese consumers). The cases – that I personally write – allow me to tailor the learning experience to my student group. These cases convey the sense of realism but more importantly, they generate genuine interest and excitement from students.

Second, I like to rely in the use of technology. For example, since 2002, when I started teaching executive courses at Universidad Metropolitana, I used Marketing Simulation cases that I assigned as projects, as part of the curriculum. Whereas teaching courses in new product development, international marketing or sales management, I was able to use marketing simulation software such as the one from Interpretive Software (www.interpretive.com). As I found technology to be always relevant and related, I also found it ubiquitous, we cannot deny that we are enveloped by technology and therefore it makes sense to use it in the form of simulation software, interactive training and other methodologies for conveying knowledge. This also brings relevancy and curiosity to the interaction with students.

Finally, I like to stimulate class discussions and advocate debates. I believe that a decent interchange of ideas by a group always enrich individual thoughts, notions and concepts, not just in practitioner or research environments, but in the academic one too. A balanced use of these methods are in my view, fit for the purpose of educating the new generation of marketers.

Sincerely,

Jose Mendoza

Web: www.jose-mendoza.com

Phone: (847) 220-0811