

To: Marvin Painter, Ph.D., Professor and Department Head, Management and Marketing
From: C. Brooke Dobni, Ph.D., Professor, Department of Management and Marketing
Date: January 12, 2015

Re: Peer Teaching Evaluation for Dr. William H. Murphy

This report provides a peer assessment of Dr. William Murphy's teaching in Comm 340.3 – International Marketing. This is a third year undergraduate course at the Edwards School of Business. I base this assessment on the course outline, materials presented for the session, review of the PowerPoint overhead package, and my observation of an 80-minute class held on November 19th, 2014. I have organized my teaching assessment based on the "aspects to be assessed" table in the Edwards School of Business Standards for Promotion and Tenure related to those aspects that could be observed.

Preparation for class

Dr. Murphy was well-prepared for the class. The class started promptly, it was well organized, and it flowed nicely. It also finished on time. The course outline gave an overview of the day's topics – which included 3 intertwined topics; the 4 P's as it relates to Global Marketing, Emerging markets, and Base of Pyramid Marketing, and Chapter 14 of the textbook. Given that this session was near the end of the term, Dr. Murphy took the opportunity to blend 3 topics that were somewhat mutually exclusive, yet interdependent. It was primarily a lecture style session, with interaction from the students. The coverage was consistent with what was stated in the course outline.

Professor Murphy presented the class agenda for the period. The agenda was clearly communicated to the students at the beginning of the class, and it was nicely put into action.

Organization of class

As mentioned, the class was well-organized and ran smoothly and efficiently. Professor Murphy knows all his students by name, and he began the class by giving a 'big picture' overview – then moved to tie the concepts mentioned above to this overview. Dr. Murphy works the classroom very well, moving from student to student, and very effectively using a mix of overheads, blackboard, and discussion. He also encourages questions and further discussion/participation from all students, and pushes them for discovery and linkages.

Dr. Murphy did an excellent job of tying the concepts under discussion to course topics (e.g., the elements of international business) and to the 'big picture' in a way that was both informative and interesting. In doing so, he also tied the topics of the day back to other concepts/topics they had covered in previous sessions. In this way, you might say he nicely closed the circle. The class was well organized and finished with a final review of the concepts and learning goals.

Appropriateness of material presented

The material presented was appropriate in volume, level, and currency. The overheads used were very nice – clear, clean and understandable. Professor Murphy conducted the class at a nice pace, leaving time for students to participate in the discussion and give examples. He utilized different tactics, such as engaging students one-on-one – being sure that everyone had an opportunity to participate. The level of the material was suitable for a third year class.

Clarity of communication

One of Dr. Murphy's greatest attributes as a university professor is his ability to communicate concepts and tie them to real life experiences in the global market. It is obvious that he is well-trained. He was clear, concise, and understandable during the class. He speaks well, was very audible and animated, and it is clear that he truly gets excited about this material. He simplified complex ideas by presenting them several different ways (e.g., visually and verbally) and by the use of examples. He was sure to ask if students understood, and was patient in insuring that the proper time and effort was taken to get the points across. In addition, he took the time to be certain that students understood the application of concepts, instead of just learning their definitions.

Ability to stimulate students' interest

Students remained interested and engaged throughout the class. They willingly participated in the discussion. There was a certain level of excitement and tempo that was palpable as students seemed to thoroughly enjoy the class. As mentioned, he also knew all of the students by name, which is really a nice touch in terms of creating an atmosphere for learning. He kept the attention of the classroom, and changed things up often enough to keep students stimulated and engaged.

Responsiveness to students' questions and concerns

As mentioned, Professor Murphy elicited student participation. He also stopped periodically throughout the class to check for student understanding. The students seemed comfortable asking questions, and all were ready and willing participants in discussions.

Scholarly work in the classroom

One of Professor Murphy's key strengths in the classroom is his experience and depth of knowledge regarding international business. There are very few professors that I am aware of that have the background he has. You can put Dr. Murphy in front of a classroom of students, or a boardroom of executives – it doesn't matter, as he has the academic foundation, confidence and experience that only a few possess in a business school. His has a number of years of practical experience which was also evident in his feedback discussion and presentations. He was able to conceptualize and point out the linkages between concepts and

real business in international markets. He understands and presents real issues that are not published in textbooks, and can only be delivered by those who have real experience. This is a unique and rare combination of knowledge, skills and abilities.

In summary, I found Dr. Murphy to be an excellent teacher, meeting the expectation of high quality expected at, and promoted by the Edwards School of Business. I can't even suggest where he might be able to make improvements, as the session was flawless. His key strengths are his depth of knowledge in the subject area and his ability to make complex and sometimes abstract topics interesting and accessible to students.

Marvin, please feel free to contact me if you have any questions or require further clarification.

Respectfully,

A handwritten signature in black ink, appearing to read "Christopher B. Murphy". The signature is written in a cursive style with a long horizontal flourish at the end.