



ASSOCIATION OF ATLANTIC UNIVERSITIES
ASSOCIATION DES UNIVERSITÉS DE L'ATLANTIQUE

Award for Excellence in Teaching
2015
Distinguished Teaching Award

Dr. Emin Civi

Dr. Emin Civi is a professor of Marketing at the University of New Brunswick, Saint John Campus. Since 2005, he has served his students by adopting and adapting three core principles of marketing to his teaching: 1) he seeks to know his students fully in order to create a personal and motivating learning environment; 2) he provides rich and engaging learning experiences for his students; and 3) he makes optimal use of feedback both to help his students develop and to continuously improve his courses.

By getting to know his students – who they are, what they know, what they are experiencing, and how they learn – Emin is able to tailor his teaching to provide an enjoyable, memorable and personal learning experience. This begins on the first day of classes with a survey about expectations and motivation, interests and fears. By the second class Emin knows all his students by name and is ready to weave their interests into the course. One student states: “Dr. Civi finds a way to tune into our individual interests and skills and bring them into the course through examples and metaphors to help us stay interested and have a better understanding of not only the material but its relevance.”

Knowing that students learn faster and more deeply when they are actively involved in class, Emin uses a variety of pedagogical tools and techniques, selecting from his wide repertoire the ones that are best suited to a particular course and group of students. He places an emphasis on connecting the course to the real world, be it through business dailies and video clips, with guest speakers and field trips, or by integrating consultative experiences with real companies. The time and energy Emin invests into understanding his students’ interests and the constraints that limit their learning, enable him to select examples, create exercises, and build cases that align with their learning needs. He also actively seeks input from his students during term to gauge their learning and engagement then uses this feedback to enhance the course for them. As a result, his students comment that he “brought the marketing strategies to life and made them memorable” and that his “creative and eclectic teaching approach invigorates his student’s desire to excel and develop.”

Emin is highly valued for his warmth and his commitment. His students, his colleagues and indeed, all those who have had the pleasure of interacting with him, agree that Dr. Emin Civi is a deserving recipient of the Association of Atlantic Universities' Distinguished Teaching Award.