



To the Online Teaching Excellence Award Selection Committee

February 8, 2024

Dear Online Teaching Excellence Award Selection Committee Members,

It is a privilege to support Lisa M. Prodywus's candidacy for the 2024 George Mason University Online Teaching Excellence Award (OTEA) based on her online work in the Costello College of Business course MBUS 303 DL (Marketing Principles – CCB' Minor Program) and MKTG 315 DL (Digital and Internet Marketing).

By way of background, I successfully completed the Stearns Center for Teaching and Learning' OCDI SOUPR Certificate and Online ADA Accessibility training in 2018 and taught hybrid and asynchronous online courses every semester since then. Also, I have published and presented over a dozen works on online education in invited and peer reviewed venues in the last decade, including a piece currently under review at a Tier 1 journal in my discipline.

Regarding my experience as a peer reviewer, I was a member of the GMU Peer Review Committee for the Scalia Law and Carter Center schools, chair and member of the Costello College of Business Strategic Planning and Accreditation Management for the past three years, a member of the AACSB Online Education Committee, currently housed at the Geis School at the University of Illinois, Area Chair in Marketing for eight years and Associate Dean for four years.

For this review of Professor Prodywus's efforts in these two online courses, I used the Costello College of Business' Peer Materials Review Form for Online Courses and <https://stearnscenter.gmu.edu/knowledge-center/online-teaching/>. These criteria included

- Course Overview, Calendar
- Learner Support
- Accessibility
- Course Materials: Books/Handouts
- Course Materials: Videos, Interactive Materials
- Course Assignments/Exams
- Instructor Presence and Communication
- Examples of Student Work, Feedback, and Rubrics
- Innovations in Materials
- Overall Preparation and Organization of Course
- Overall Instructor Rating
- Learning Outcomes for the Course
- Student Workload for the Course
- Expectations of the Course from Students
- Grading and Grade Distribution Philosophy

Overview of Courses

1. **Complete, clear, up to date, and accurate content.** All material required in the course is covered, plus additional content required in the marketing plan and video content are offered. Publisher PowerPoint slides are not included.
2. **Usage of multimedia features, such as PowerPoint slides, voice lectures and graphic images.** Thoughtful videos with PPT accompaniment provide excellent introduction to the course, website navigation and course requirements. Additional videos throughout the course provide excellent examples of chapter topics.
3. **Clear organization.** Excellent organization with clear navigation.
4. **Easy navigation.** Excellent organization with clear navigation.
5. **Effective and accurate student evaluation – number and timing of quizzes, testing, and other grading methods.** Quizzes - 4 open book quizzes, 10 questions each, worth 20% of grade. Four discussions worth 20% are required. Final exam covers all 20 chapters worth 20% of grade, offers a practice exam and requires lockdown browser, 4 sections of a marketing plan from each student worth required for 40% of semester grade. Marketing plan provides templates that require analysis of the brand such as current pricing, competition, etc., but no recommendations are required. The final phase of the marketing plan requires a video presentation.
6. **Systems for student feedback.** Office Hours Monday-Friday by appointment - Contact: Email, Phone, Text (Note: If you use text, be sure to include the class name and your name.) Zoom Office Hour (Optional) - Join to ask questions each week through Zoom. Live Zoom times will be posted weekly in our class "Announcement" section
7. **Student interaction – extent to which the course emphasized interactive and group learning.** Four student discussions, including student introductions are required. No student group work is required. Ample opportunity to correspond with the professor are provided.
8. **Aesthetically pleasing.** Professional and aesthetically pleasing presentation.

For each of these items, I determined the two courses clearly exceed the Costello College of Business standards for excellent delivery. Additionally, I would like to add comments regarding Professor Prodywus's commitment to innovation.

In MKTG 315, Professor Prodywus demonstrates her commitment to innovation by launching three significant additions to the course, each of which serve to add student involvement and deliver skills that students need for career advancement. These innovations are

- Implementing Student's Digital Marketing Simternship™ that takes students through the role of a digital marketing intern and giving students the skills needed in today's career market
- Building a WordPress website that includes Google Analytics from the Google Analytics Demo site
- Providing opportunities to earn optional digital marketing certifications

It was a pleasure to review these courses and the considerable work of the professor. Each element of commonly used criteria for distance education was accomplished at a high and professional level.

Overall, these courses clearly exceed the Costello College of Business standards for excellent delivery and it is my pleasure to support Lisa M. Prodywus's candidacy for the 2024 George Mason University Online Teaching Excellence Award (OTEA).

With kind regards,

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