







## Teaching portfolio

### Contact

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# Ružica Brečić

ASSOCIATE PROFESSOR AT FACULTY OF ECONOMICS & BUSINESS ZAGREB

## University Teaching Experience

Developed course syllabi, lessons, and assignments; provided feedback on writing and instructional practice; graded all major assignments; assigned and submitted final grades.

### Courses Taught

Course	Level	Responsibility	Year	Number of students	Mode of delivery	Language	Syllabus
	<b>Bachelor</b>						
Principles of marketing	2nd year	Lectures and seminars	2007 – 2022	100 – 120	in class	Croatian	
Marketing of small and medium sized enterprises	3rd and 4th year	Lectures and seminars	2007 – 2022	70 – 110	in class	Croatian	
Marketing Management for small and medium sized enterprises	4th year	Lectures and seminars	2011 – 2022	70 – 90	in class / online	Croatian	
Family business (Montpellier Business School, France)	3rd and 4th year	Lectures and seminars	2021	27	online	English	
	<b>Master</b>						
Integrated marketing communication		Seminars	2021 – 2022	26	in class	English	
	<b>MBA</b>						
Marketing strategy for the Faculty of Civil Construction and Faculty of Engineering		Lectures and seminars	2019 – 2022	16 – 30	in class / online (2020)	Croatian	

# Pedagogical trainings

## Active learning and critical thinking in higher education

Expected date of completion: June 2022

This is a specialised course developed by pedagogy and pedagogical experts. The education program contains a system of steps and concrete setting-based teaching techniques and cognitive theories of learning. Through 80 hours of training, participants get acquainted with more than 80 different teaching methods and techniques. Attendees learn how to encourage the development of new skills for open and responsible interaction in lecture halls, how to enrich the existing curriculum and how to design an innovative teaching process.

## **Improving teacher competencies for higher education teachers**

January 2022

In January 2022 I have completed online course "Improving teacher competencies for higher education teachers" organised by University of Split, Croatia – departments of pedagogy

## How to write great papers in less time

April 2021

7- module online program for learning how to use writing time more effectively, write better papers in a shorter period of time, how to easily get over procrastination, get to know techniques how to deal with literature more efficiently etc.

# Supervision (projects, master's theses, PhD dissertations, other)

I have been supervising and examining B.Sc., M.Sc., and doctoral students. Exemplary topics for a possible supervisions are: food consumer behaviour, SME marketing, food marketing, children as consumers (official list is available at this [link](#))

1. Undergraduate diploma paper supervision (from 2008 – 56)
2. Graduate thesis supervision (from 2010 – 53)
3. Master thesis supervision (from 2014 – 4)
4. PhD thesis supervision (from 2019 – ongoing – 2 students)

Dora Gaćeša – THE ROLE OF ATTITUDES OF CHILDREN AND PARENTS IN THE PURCHASE OF FOOD PRODUCTS

David Skala – INFLUENCE OF INTERVENTIONS ON CHILDREN ATTITUDES AND BEHAVIOUR CHANGE WHEN CHOOSING FOOD PRODUCTS

## **Previous experience in project evaluation**

Brečić, R. (2021). Expert Evaluator of Horizon Projects 2021. Green Deal Europe: expert-evaluator for the proposals submitted to the topic: Testing and demonstrating systematic innovations in support of the Farm-to-Fork Strategy. Subtopic E. Reducing food losses and waste (8 proposals)

Brečić, R. (2019). Evaluator of project applications. Ministry of Regional Development and EU Funds – 2nd Call for Proposals of Interreg IPA CBC Programme Croatia-Bosnia and Herzegovina-Montenegro 2014-2020 – PO4 – Strengthening Competitiveness and Developing the Business Environment in Program Area (33 project proposals).

## **Projects**

Team Leader in Croatian Science Foundation Project "[Math Attds](#)"

Task and Croatian Team Leader in EU HORIZON 2020 Project "[Strength2Food](#)"

## **Videos**

Results from Horizon 2020 Project – Strength2Food

June 2021 – Pilot action on mainstreaming local food supply chains | Strength2Food

[https://www.youtube.com/watch?v=jK9KzQMQ\\_os&t=20s](https://www.youtube.com/watch?v=jK9KzQMQ_os&t=20s)

Math Attds – educational resources

<https://www.math-attds.eu/video/>

## Google classroom video lectures

I developed a series of lectures with my ex-students about careers in marketing – through videos students with 5–10 years of experience shared their professional and personal stories with aim to inspire students (videos available upon request).

## Contribution to the development of academic areas and subjects

I am author of university textbook – **Marketing of Small and Medium Sized Enterprises**

I am co- author of 2 chapters in the University **"Principles of marketing"** textbook

1. **History and role of marketing** (Chapter available upon request)

2. **Careers in marketing** (Chapter available upon request)

Elementary school supporting material for children financial literacy:

**Manual for young economists** (Chapter available upon request)

## Sample Course Evaluations

Students voluntarily and anonymously participate in a 38-question evaluation each semester. Students evaluate their interactions with the instructor as well as the overall course. A Likert scale where 5.0 is excellent, 4.0 is very good, 3.0 is good, 2.0 is poor, and 1.0 is unacceptable is used each semester. The calculated mean across all sections I taught is listed below along with select student comments.

- PRINCIPLES OF MARKETING (Lectures) – 4.67 (2021), 4.50 (2020)
- PRINCIPLES OF MARKETING (Seminars) – 4.69 (2021), 4.81 (2021)
- MARKETING OF SMEs (Lectures) – 4.67 (2021)
- MARKETING OF SMEs (Seminars) – 4.6 (2022)
- INTEGRATED MARKETING COMMUNICATION – course held in English (Seminars) – 4.50 (2021)
- MARKETING STRATEGY – MBA level (Lectures and Seminars) – 4.75 (2021)

FAMILY BUSINESS COURSE – Montpellier Business School – “+ 93% of respondents said the course was well-illustrated with examples; + 83% of respondents said the course was clear and structured” (2021)

**Below are select comments from online/hybrid student's anonymous evaluations:**

- *Workshops encourage your own thinking and creativity. The professor is great and interesting and I could listen and discuss for days. Great course. (MBA student, 2021)*
- *The professor invites guest lecturers to cover the theory that we need to know. I like the way the professor defines the objectives of the course. I like her relationship with colleagues. Nice experience and a lot of things that are and we went through a lot of activities that are not directly related to the course, and I think I have a good school for life. Praise!!!*
- *All praise for the professor's work. The professor encourages student participation during classes which is exceptionally interesting and instructive. She is using recent examples from everyday life and encourages students to explore the portals related to the content of the course itself.*
- *Professor is very communicative and friendly. She encourages students to run their own business. Praise for the great effort and especially the video recorded lectures!*
- *Prof. Brečić teaches very clearly, concisely and interestingly. Honestly, marketing is not so dear to me in general, but the code prof. Brečić did not find it difficult to listen to lectures. I think that the professor is very fair and most importantly, there is understanding for students. Praise!*
- *Professor Brečić is an excellent lecturer and every lecture was interesting to listen to, all praise for the effort. Seminar classes were enriched by small entrepreneurs from which we could learn further. The professor is correct and she is always ready to meet and further clarify some things if we don't understand something.*
- *The professor is committed to the work and transfer of her knowledge to students. The lectures are instructive, full of practical examples. She answers all the questions quickly, simply with more examples from the everyday business world. The seminars are enriched by hosting real entrepreneurs who give first hand answers. The atmosphere at the lecture is pleasant.*

# Program management and administration

Program coordinator: Master program Business to Business Marketing, University of Zagreb, Faculty of Economics and Business from 2008, with Professor Dubravka Sinčić Ćorić (from 2011) and Professor Nataša Renko (2007–2011)

## Other

In an existing cooperative collaboration with The Child Interactive City Playground, I have developed multiple features to educate visitors about the scientific process and illustrate the reality of implicit biases.

## Contact for reference



Prof. dr.sc. Ana Tkalac Verčić



Prof. dr.sc. Dubravka Sinčić Ćorić



Prof. Dr. Christina Sichtmann