

October 25, 2020

Excellence and Professionalism

WOW! One of the best professors I've had at Bauer so far. She is so enthusiastic and using GREAT real world examples that PERFECTLY relate to in class material. She doesn't require students to study her examples for exams but they are so helpful in understanding the material. This is something I really liked about the course.

Her lectures were very informative and when she involved her personal experiences in the field kept the class involved.

She was so passionate and really made me fall in love with marketing! By far my favorite course as she made class so entertaining!

She did an amazing job in keeping my attention, I looked forward to every class!

Professor Patrick-Ralhan was always punctual, always prepared and runs her lectures like a well oiled machine. She is extremely receptive to any sort of feedback and follows through with her word.

Relevance, Responsibility and Social Impact:

Professor Patrick was an excellent professor compared to my other professors. I really loved that she included real life marketing projects and ads from companies to explain the material more effectively. Being able to connect the real life marketing plans and class material really helped with me retaining the information and actually spark an interest in Marketing.

She is an amazing teacher. She understands and loves the subject matter. She provided real life examples, comparisons, and data that help to understand better and have the big picture.

As an undergraduate student who can feel overwhelmed by three hundred student classes, Vanessa makes you feel like you're sitting in a thirty person class. Her anecdotes about her marketing experience make it all so much more relatable. Through her teaching style she exemplifies showing not merely telling. – Maddy Tuttle, Bauer undergraduate.

Moreover, as her teaching assistant, I also had the chance to sit in her undergraduate classes. I was amazed by the philosophic and moral standards she brought to the class. From Dove's "Real Beauty Campaign" (to encourage consumers to recognize that beauty comes from one's inside), to the groundbreaking "Like A Girl Campaign" (to encourage girls to chase their dreams), to Coca Cola's "Life Saving Road" (using Coca's powerful distribution channel to distribute needed medicines to those who live in the rural areas in Africa), her class is never just about the knowledge of marketing, but to

educate students with fairness, integrity and morality. I personally believe these qualities she brought into the classroom would benefit the students in their future career and, for a lifetime.

- Zhe Zhang, Assistant Professor of Marketing at HEC Montreal (Vanessa's most recently graduated doctoral student).

Kindness, Passion and Dedication:

She takes her passion for her field, her research, and puts it into each class she teaches. With that passion, she is able to shape and grow each student who takes her class. – Maddy Tuttle, Bauer undergraduate.

I believe that one mark of a truly great teacher is a deep understanding of the subject matter, along with the passion and aptitude to effectively share that knowledge with her students. – Kevin Klingaman, Master's student (graduated from our evening MBA program), Vice President – Energy Lending, Fifth Third Bank

Her encouragement and kindness was one major reason for me to apply to UH, as I know that UH has good faculty who genuinely care about their students.... Dr. Patrick has spent much time to systematically guide me on how to conduct research in marketing. Every step of the way, from idea generation, to how to screen good ideas, to study design, to paper writing, she is always there to give guidance and support. - Zhe Zhang, Assistant Professor of Marketing at HEC Montreal (Vanessa's most recently graduated doctoral student).

Long-term impact:

On a daily basis I'm reminded of the case studies we went over in her course, and these case studies led to such a growth in my critical thinking skills. – Maddy Tuttle, Bauer undergraduate.

Dr. Patrick utilized this experience to take our class through a wide variety of business strategies and challenges, and her knowledgeable and inquisitive perspective consistently led to interesting and informative group discussions. This can be seen in the closed Facebook discussion group that she created, and still maintains, for past and current students. Even though our class ended in 2018, many of us have continued to interact and post articles in the group. This unique group has led to all kinds of interesting discussions, and has greatly enriched my appreciation for marketing. – Kevin Klingaman, Master's student (graduated from our evening MBA program), Vice President – Energy Lending, Fifth Third Bank

“She gave generously of her time and insights.....She taught me everything from theory development and hypothesis formulation to experimental design to details about how to use statistical software.....My whole career is testament to her ability as a teacher. She is the teacher I aspire to be someday, although I may never reach that lofty goal. –

Henrik Hagtvedt, Associate Professor of Marketing at Boston College (Vanessa's first doctoral student).