Meet Your Instructor

Good day, class!

My name is Dr. Kyle Allison, and I am delighted to serve as your professor this term. I look forward to getting to know each of you. In turn, I am happy to share a bit about my background so that we can become better acquainted.

# Education and Experience

I graduated from California Intercontinental University with a Doctor of Business Administration (DBA) in Global Business and Leadership. I also attended Amberton University where I earned an M.B.A. and attended the University of North Texas obtaining a B.A. in Communication Studies. My career background

offers over 15 years of marketing, communication, and public relations (PR) experience within corporate retail and brand companies. In addition to serving as a Vice President in Digital Marketing, I have held positions in digital marketing analytics, category management, and supply chain operations.

# Academic Interests and Teaching Philosophy

My teaching philosophy centers around ensuring student-centric success. The target goal of teaching is to serve as a mentor, guide, and facilitator of knowledge to students. In addition, the resolution from this guidance and leadership is to establish a learning outcome for students. Students have varied appetites for learning and my teaching philosophy is to work towards the individual goals and personalities of each student to ensure I am providing the support, guidance, and knowledge needed to motivate and provide the opportunity for success in their learnings. Being an instructor is to be able to adapt to the various learning styles of students and find the method that supports the student to achieve the ultimate target goal, learning outcomes. If the instructor doesn't show interest in the subject and a passion for learning, students are less likely to put forth the effort to learn in that class. An instructor must convince students of their knowledge and expertise before they will show a willingness to learn.

Another part of my teaching philosophy is to foster a collaborative environment with the students. Just as in the business world, leaders of a team need to foster a collaborative and team-oriented environment. Although I am the instructor, student feedback, discussions, and input on the course topics are crucial to help develop critical thinking skills. In addition, developing a collaborative environment supports most work settings, how to work with others, provides an avenue to learn from others, and work towards an ultimate goal. In conclusion, I believe that teaching is about good course content, student learning, and student growth as individuals. In conclusion, I believe in correlating my professional experience into the classroom to help others through my experiences.

# The Life Behind the Work

Outside of work, I keep busy with my family, friends, and hobbies. I enjoy raising my daughter and supporting her interests. My wife and I also enjoy spending time together watching our favorite reality TV shows, trying new experiences, and building our life together. I personally enjoy keeping up with the latest and greatest movies and television shows when able. I am a fan of cinema and enjoy a good mystery, thriller, or action movie. In addition, I like to keep up with current events. To me, life is all about enjoying experiences, both creating them, and observing the world around us. Life is fascinating, so I say learn it and enjoy it!

# Our Educational Journey

Each term, I strive to be a kindred spirit for the students in my classroom. As a lifelong learner, I host a continuous and self-motivated pursuit of knowledge. I look forward to the opportunity to learn from each of you this term as we travel along our educational journey together.

Best regards for a successful term of learning,

Dr. Kyle Allison

Contact Information

Email:

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