

## State University of New York at New Paltz Student Comments

Dr. Z is an amazing professor. He is extremely passionate about what he was teaching. I wasn't particularly excited about taking this course because it was a requirement, however it turned out to be a positive start to my school day. Dr. Z is the epitome of what a professor should be.

One of the better professors I have ever had. He cares about both his students and the subject. I hope to have a class with him again as he made me fall in love with the class.

Awesome professor/teacher! He is a credible professional that has earned a great reputation based on his teaching abilities and active teaching style. Marketing and advertising are applied to all course material. I will be taking Sales Management with him he's great! Loved this class!

HE DA BEST

Dr. Z, if you are reading this, you are the man. Marketing is generally a boring subject from what I heard, but you have made it the latter. Thank you for being very ambitious to teach your students very early in the morning.

Great professor. Highly engaged.

Dr. Zwanka was an excellent teacher and any student would be lucky to have him.

Great professor! His class is very engaging and interesting. He really wants you to do well and sets up the class to give you chances to just that.

One of the best teachers I've had by far at New Paltz, he truly cares for his students and their understanding of the material he teaches!

Awesome teacher. Sparked my interest in marketing

Dr. Z is one of the few professors I have encountered in the business school that truly cares about his students success. He is a phenomenal teacher and his enthusiasm was such a great example. I can say that I was excited to go to every single one of his classes. He treats his students with respect and created an equality between himself and the rest of us. He made me excited about the topics we discussed and made my feel like my opinion mattered. His marketing class is one I find myself always recommending to people because I and my classmates walked out of there feeling like successful and worthy students.

I really liked this class. Glad to take it with Zwanka rather than any other professor. While I have expressed some opinions on the final project in person, I think in general this class is structured well. This is one of the only business classes I have taken that there is room for discussion on things.

A great teacher! He had such a passion for marketing and really ignited that within his student. He made everything easy to understand and refused for it to be boring. I found his class to be a great learning environment and i hope to take classes with him in the future.

Overall loved this class Prof. Z is a very good teacher, very engaging. My one critic would have to be the Marketing Plan project it was a bit unclear exactly what the Professor was looking for even after asking questions the expectations for the project were a bit murky. But as I said overall great class if I can I would take another class with Professor Z.

Made the course enjoyable and kept your interest in the content.

Best teacher hands down in the business school. Want to take any of his classes and would highly recommend him to incoming students

Literally the best professor I have ever had, loves what he does, engages students all the time, actually is helpful with questions. I am taking a class again with him because he is the best professor I have and will ever have

Best class I've ever taken! Dr Z genuinely wants his students to learn the material and helps us apply it to real life situations as we would in the future.

Hands down best professor I have ever had. Incredibly smart, and engaging. I like that he blends powerpoint slides with interactive lectures. Incredibly helpful during office hours. He really wants his students to do well. Wish he had come to New Paltz before my last semester. Would take again if I could.

Although this class is a requirement for my Business minor, it is also an elective for my Public Relations major, and I am so happy I took it with Dr Z! I was not sure how interesting I would find the class going into it but he kept every class engaging by showing entertaining advertisements, and not only talking about them but having students discuss amongst themselves which promoted higher participation. Although this should be prevalent in every class, it's usually not the case in a lot of Business classes. Professor Zwanka is able to make the content interesting and makes complicated subjects easy to understand and apply to what we do in class as well as real life, and also provides valuable feedback on our work (i.e. the marketing plan). This is exactly what I would want from any of my classes, and I am able to say I am walking away with many new skills and valuable knowledge about marketing. Whenever anyone asks me about the class, I recommend for them to take it with Dr. Z.

He is by far my favorite professor here at New Paltz. He is a very intelligent man who cares about his students. I believe he made the course easy and fun while also being able to get his students to understand the topic.

You rock!

My favorite professor at New Paltz so far. I look forward to taking part in the Hudson Valley Food and Beverage relationship he has created with the business school and taking more classes with him in the future!

I learned a lot of material from this professor. He made the class exciting and engaged students every session. He was clear and concise on what he expected from us. Best Professor ever.

This was one of the best classes I have taken so far in the School of Business, Professor Zwanka always varied his classroom instruction styles to keep all of us interested and wanting to participate in class.

Great engaging professor!!

Highly enthusiastic about material and willing to work with the students.

I loved and enjoyed every minute of the class. Thank you for always try your best to keep us entertained and interested in the material cover in class.

First marketing class I have ever taken, loved it. Made me want to become a marketing major. Very engaging, truly a great teacher. Like the idea of having the marketing groups present throughout the semester, think it would be more effective and you would see progress in students.

Dr. Zwanka is one of the best teachers I have had so far in New Paltz! He loves class participation and makes you feel comfortable doing it. He teaches real life sales situations and makes sure everyone understands! His class is super fun to be in and I would highly recommend him to anyone.

I am so glad that Dr. Z has joined New Paltz! I thoroughly enjoyed his class and wish I had an opportunity to take another class with him before graduation in May. He makes the classroom a very comfortable learning environment and I loved all of the practice we did selling, as well as the final sales presentation, which really built my confidence. I am sad for this semester to come to an end!!

Great class, very engaging. I would take your course again.

One of the best professor, he is really supportive to his students, and I really enjoy his class.

Fantastic professor.

Great professor! Really helped the students with understanding the content and used methods that engaged the class instead of covering slide after slide.

Amazing teacher, his teaching methods are unrivaled by any other I've witnessed & are spectacular. Very knowledgeable, educated, and resourceful.

One of my favorite professors Ive had. Every class was interesting and learned something each class too.

## **BEST PROFESSOR**

**Dr. Zwanka is an absolutely amazing professor. He is most likely the best professor I have had thus far in New Paltz.**

**Great teacher, like his methods of open ended questions and leaves room for student to engage.**

**One of the best professors I've ever had in the SOB, have him keep teaching BUS429!**

**I LOVE HIM! He made the material super interesting and he is extremely charming, engaging, and intelligent. I wish I could take more courses with him.**

**The class was very well structured the amount of chapters was very well aligned with the amount of time we had in the semester. And even though the project topic that my group had recieved was challenging Dr. Z did ever thing in his power to help us through the project and even offered for us to switch topics. Overall I would say that this was my most effective class of the semester.**

**Probably one of the best professors and courses I've taken at NP. Dr. Z not just teaches the content of the course but he applies real life knowledge needed to succeed in this industry. He's a great resource, enthusiastic and a wonderful professor. Really enjoyed his weekly example assignments!**

**Amazing teacher! Makes the class entertaining, great teaching style.**

**I really enjoyed this class. Dr Z. made it extremely fun and engaging.**

**Dr Z is already my favorite professor at New Paltz. His class is my favorite to go to because I know I can count on him to make me laugh. He is so incredibly nice and genuinely wants us to do well. I like how much feedback he gives us on our presentations he is really preparing us for when we enter the real world. He is a great addition and will greatly improve the adequate business faculty.**

**Dr.Z kept the class interesting throughout the semester.**

**I love Dr. Z, He is the definition of awesome. He is extremely engaging and made class fun to attend!**

### Siena College Student Comments

- He was fun, helpful, motivating, available, overall I am sad to be leaving because if I were not I would hands down take another class with him. One of the best professors I have had here of all four years
- Dr. Z is a great teacher and is very knowledgeable about the subject. You can tell he loves to teach and loves what he is teaching about. He brings real world examples to the classroom along with ads for each chapter that we went over and this helped me to apply what we were learning to the real world.
- There are so many positive things to say about this class. He worked so hard to get all of us to understand the material. He would explain things in any way he can so we would all comprehend it. The take home quizzes were my favorite part. I know many teachers do not do this but I learned and retained more information from doing the quizzes with my textbook in front of me as well as doing the connect homework. He is a very nice man and very genuine. I can say he is one of my favorite teachers here and I would definitely recommend this class with him to my friends. He is a wonderful teacher
- Did really well to involve students and teach concept
- I love how realistic he made class. I actually felt like I was marketing for a company a lot of the time. He makes us laugh even though we had him early he was one of the best professors I've ever had. He understands students and although I respected him as a teacher he is the type of man that can take a joke and sometimes when you are incredibly stressed you need someone like that to just get you through the stress
- Interesting and enjoyable class. Great instructor.
- I loved how knowledgeable and friendly Dr. Zwanka was. He explained course material thoroughly and made sure everyone understood the content before moving onto a new topic. In attending his office hours, Dr. Zwanka was very helpful and you can tell that he really enjoys teaching and genuinely cares about his students.
- He was very prompt with grading and he was always fair.
- Very explanative of the concepts which helped me out a lot
- Dr. Z was very energetic in the morning and kept the class interesting and fast-paced, which I appreciated. We did a lot of activities that applied the concepts we learned in class to the real world. I also liked the fact that the quizzes were take-home.
- Good teacher Nice Kept things interesting
- Professor Zwanka was engaging and involved in the class and cared deeply about the quality of the content retained by the students.
- Liked how the course is concept based but is applicable to real world scenarios Dr. Z made it clear to follow lectures and kept the students' attention Liked doing the marketing plan...very important for future activities related to what we learned
- Dr. Zwanka is an overall great professor. He brought in a lot of real life examples, which helped the class understand how marketing impacts us on a day-to-day basis. There isn't one thing I would change about the course, besides the fact that it was in New Hall.
- He was very enthusiastic about the material and really taught me beyond the textbook. He is very knowledgeable about marketing and has a lot of insight to offer as well as knows more than just the text.

- He was very helpful in all aspects of the subject.
- Everything was straight forward
- Great professor. I would recommend anyone to take his class.
- If he is teaching BUDV when I am a senior, I will definitely be taking that course with him.
- A lot of active engagement and talks in class. Wasn't just cut and dry bland material from the book. Everything was related to real world and very enjoyable.
- Very personable, truly wanted all of us to succeed and did everything in his power to do so.
- Dr. Zwanka knows so much about marketing its incredible. He just doesn't know concepts, but his experience in the field makes it so much easier to learn because he can relate everything to real life scenarios.
- Everything, the course was awesome!
- Very good class knew what was expected of you
- I really liked how interesting Dr. Zwanka made the class.
- Fun classroom, he really got to know all his students. He regularly brought in real world examples and had us analyze them, which made the content more interesting and understandable.
- Best teacher I've had at Siena, if I could have him as a teacher again I would take more marketing classes
- Russell Zwanka easily my favorite professor of the semester and one of the top professors at this institution.
- Great class, highly recommended.

**Student letters:**

Thank your Dr. Zwanka! I truly enjoyed the class and for only taking it as an elective, I became interested in Marketing! You taught a great first class here at Siena and you are one of the best most engaging professors I've had!

Thank you again,  
Kimmie

I couldn't have asked for a better professor to take my first marketing class with! I really hope I have you again! Have a good summer!

Dr.Z(wanka)

It has been nothing but a pleasure to be in your class. It has been a while since I had a class that I felt as if I retained a lot of information that I can use and I felt that it was a great experience all together.

I will stay in touch and please if you do hear about a marketing opportunity that could use a psych major please do not hesitate to let me know. I have become really interested, especially in advertising and I believe I can do very well in that field.

For all your hard work and dedication to the class and passion for the subject, Thank you. Professors like you make college worth the investment.

Dr. Russell J. Zwanka

God bless

Phil

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Thank you so much for everything. I really learned a lot in your class and became passionate about marketing. Not to mention I had a great outlet for my morning jitters! I am currently looking for an internship in marketing for this summer, and will be sure to let you know if I get any of them.

One thing I will definitely miss about Siena is the opportunity to take more of your classes. I will be sure to keep in touch.

Best,  
Brady

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Thank you for teaching us, u were me and Joe's favorite Siena teacher. If you ever end up teaching upper grade classes, we'll be sure to take you. Have a good summer

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Thank you so much, this was one of my favorite classes this semester and I'm excited to continue with the marketing classes. I hope I have you again!

Best regards,

Kristen

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Dr. Z,

Thanks, I enjoyed your class a lot! I will definitely keep in touch. Hopefully I will be able to get in to your BUDV class next spring.

Have a great summer as well it was a pleasure being in your class.

-Ryan Heck

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Thanks Doctor Z, hope to see you at the games in two weeks, have an awesome summer. Also I'm playing for the Albany Dutchman this summer for collegiate league which is local if you wanted to catch any games. The link to our schedule is <http://dutchmenbaseball.com/schedule/june/>. Hope to see you over the summer.

-Chris Amorosi

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Thank you very much Dr. Z! I hope we do have another class together it was a good class that I enjoyed. I will make sure to try and remain in contact and hopefully we will see each other in the fall on campus. Thank you very much for a great semester and making my transition from "Harvard" an easy one!

Professor,

Thank you for the year. I had a great time and you made things very clear and easy to understand!

Have a great summer,

Justin Esquerra

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Dr. Zwanka,

Thank you professor I took so much out of this class that I'm sure will help me in the future!! Have a good summer!

Thank you so much! I really enjoyed your class this semester, it opened my mind to many different things!

Appreciate everything!

Dr. Russell J. Zwanka

See you around!

Sincerely,

Haley Howell

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Hi Dr. Z,

Thank you so much for everything! I really enjoyed your class. Hope to have you again. Enjoy your summer!

Sincerely,

Lauren

Thanks I really enjoyed your class this semester. I recommended you to all of my friends who haven't taken marketing yet.

I really enjoyed attending your class and I learned a lot from you.

Thank you for everything and have a good summer.

**Question: Liked about course/instructor**

A lot of active engagement and talks in class. Wasn't just cut and dry bland material from the book. Everything was related to real world and very enjoyable.

Very personable, truly wanted all of us to succeed and did everything in his power to do so.

Dr. Zwanka knows so much about marketing its incredible. He just doesn't know concepts, but his experience in the field makes it so much easier to learn because

Everything, the course was awesome!

very good class knew what was expected of you

I really liked how interesting Dr. Zwanka made the class.

Fun classroom, he really got to know all his students. He regularly brought in real world examples and had us analyze them which made the content more interesting.

**Question: Disliked about course/instructor**

none

Nothing

Didn't dislike anything.

Not much, the class was relevant and very well run.

none

**Question: Comments**

Best teacher I've had at siena, if I could have him as a teacher again I would take more marketing classes

Russell Zwanka easily my favorite professor of the semester and one of the top professors at this institution. Rock and Roll Russiie Z.

Great class, highly recommended.

**Text Responses**

**Question: Liked about course/instructor**

He was fun, helpful, motivating, available, overall i am sad to be leaving because if i was not i would hands down take another class with him. one of the best professors

Dr. Z is a great teacher and is very knowledgeable about the subject. You can tell he loves to teach and loves what he is teaching about. He brings real world examples

there is so many positive things to say about this class. He worked so hard to get all of us to understand the material, he would explain things in any way he can

of me as well as doing the connect homeworks. he is a very nice man and very genuine. i can say he is one of my favorite teachers here and i would definitely recommend

Did really well to involve students and teach concepts

i love how realistic he made class. i actually felt like a i was marketing for a company a lot of the time. he makes us laugh even though we had him early he was

someone like that to just get ya through the stress

Interesting and enjoyable class. Great instructor.

I loved how knowledgeable and friendly Dr. Zwanka was. He explained course material thoroughly and made sure everyone understood the content before moving

He was very prompt with grading and he was always fair.

Professor Dickens is very understanding and worked with me when I needed it. What i really liked and am in strong support of is that no class attendance is required

very explanatory of the concepts which helped me out a lot

Dr. Z was very energetic in the morning and kept the class interesting and fast-paced, which I appreciated. We did a lot of activities that applied the concepts we

Good teacher Nice Kept things interesting

Professor Zwanka was engaging and involved in the class and cared deeply about the quality of the content retained by the students.

Liked how the course is concept based but is applicable to real world scenarios Dr. Z made it clear to follow lectures and kept the students' attention Liked doing

Dr. Zwanka is an overall great professor. He brought in a lot of real life examples which helped the class understand how marketing impacts us on a day-to-day

He was very enthusiastic about the material and really taught me beyond the textbook. He is very knowledgeable about marketing and has a lot of insight to offer

He was very helpful in all aspects of the subject.

Everything was straight forward

Dr. Russell J. Zwanka

**Question: Comments**

Great professor i would recommend anyone to take his class  
If he is teaching BUDV when I am a senior, I will definitely be taking that course with him.  
Put the powerpoints on blackboard to help take notes  
Good class  
Great guy who really wants you to learn and offers his help without stressing out students

**Question: Liked about course/instructor**

Dr.Z was always pushing us to improve. This class was a heavy work load, but he helped us time manage, and was understanding. Great professor!  
Dr. Zwanka knows what he's talking about. He isn't a professor who's been teaching their whole lives, but rather a teacher who has developed his skills from years of experience.  
Dr. Z was very helpful with everything and I love the fact that he made sure he spoke to everyone before cases were due and presentations were upcoming.  
You gave us relevant work experience and I feel that is the best example we could have, especially because we are headed into the real world in the near future.  
One thing that was helpful that the instructor did was divide us into groups with different majors. This gave us insight that was very helpful when it came to finding a job in the classroom.  
The instructor was very helpful, and extremely timely in responses. He always handed back our assignments by the next class period, and always sent us updates on our progress.  
I enjoyed the class discussions. I also enjoyed the team work and creative thinking to come up with a WoW factor.  
Although the course was challenging, our professor did a great job in communicating what exactly was expected and needed. The way groups were divided made it easier to work together.

**Question: Comments**

Very good class with him teaching it  
No.  
I enjoy how knowledgeable DR.Z is. I enjoyed picking his brain about brick and mortars and retail stores. Although i think the class was held back by people who were not as interested.  
Overall, this class helped me a lot and I feel that I learned valuable lessons moving forward

**Question: Liked about course/instructor**

Very engaging which is excellent for a marketing course. There was always a right answer but never a wrong one in his class, anything you said, he tried to see if it was his thoughts and yours on the board always. Moved around the room and kept energy high even for some not so exciting concepts. Genuinely wants you to succeed.  
Best professor I've ever had, very interesting course  
challenged me to think in new ways and learn new marketing tactics  
Class was interactive, which helped to understand many concepts. Tests were straight to the point.  
Showing ads in class Weekly examples  
I liked the weekly exams because it was a good opportunity to apply what the chapter was about.  
I liked the weekly quizzes because I feel like I learned a lot more from doing that than any other sort of work.  
The quizzes are fair, the ads are fun/interesting  
The advertising commercials when we first get to class are very entertaining and help bring focus to marketing  
Everything, overall an amazing class  
Dr. Zwanka is my favorite professor that I've ever had at Siena, he goes out of his way to accommodate everyone and will get your test grades back within 24 hours.  
Very prompt and helpful feedback, engaged in the class  
Very understanding and enthusiastic. You can really tell he is passionate about what he teaches (marketing), which is not always shown with professors.  
Dr. Z is a spectacular professor and he made the class awesome

**Question: Comments**

Very good teacher overall! Im hoping to take him for another course in the future!  
Great class with a great professor  
I would like to get more feedback on the extended response quiz questions. When I go back to review them for the test I find it hard to know if the answer was correct or not.  
Great teacher and one of the best at Siena  
He's the best professor I've had yet