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News

14 May, 2019

SWOSU Business Professor Considered for International Teaching Award



Amanda Evert (left) leads a class discussion with students (from left) Tyler Freeburg, Benjamin Brackett, Natanya Hernandez, Yesenia Jimenez and Dhruv Patel.

Southwestern Oklahoma State University Assistant Professor Dr. Amanda Evert is one of 11 regional candidates being considered for an International Teaching Excellence Award from the Accreditation Council for Business Schools and Programs (ACBSP).

Evert won the ACBSP Region 7 Teaching Award recipient, which makes her eligible for the international award. Region 7 consists of universities in Oklahoma, Texas, New Mexico, Arkansas and Louisiana. ACBSP includes more than 1,100 member campuses in 60 countries with a combined individual membership of more than 13,000.

According to ACBSP, the regional candidates exemplify teaching excellence in the classroom.

At SWOSU, Evert primarily teaches classes in marketing and management. She has brought real-world learning experiences into classes ranging from undergraduate level in Introduction to Business, Promotional Strategy, Consumer Behavior and Principles of Marketing to graduate courses in Sales Skills Management, Project Management, Marketing Strategy and Managerial Leadership.

“Dr. Evert is dedicated to providing students experience and knowledge that will lead to success in today’s business environment,” said Everett Dobson School of Business and Technology Associate Dean Dr. Patsy Parker. “Her experience in higher education indicates she has spent the past 15 years doing exactly what she does at SWOSU – empowering students to succeed and shedding a positive light on her community. And by community, I don’t just mean the few square miles where she lives and works. Her community involves the entire state of Oklahoma and beyond.”

On a statewide level, Dr. Evert was recently elected as chair of the Course Equivalency Project faculty meetings for the marketing education work group. As chair, she led the conversation of marketing course transfers between Oklahoma’s community college, regional and research universities.

Additionally, her international work has included playing a leadership role in supporting SWOSU students in virtual international research presentations with university partners in South Asia. In addition, she has created and implemented global marketing and management classroom learning experiences on the Weatherford campus.

“I feel so blessed to live in western Oklahoma and work at SWOSU,” Evert said. “It is a regional university that is becoming an international leader in business education.”

Evert brags on students who decide to attend SWOSU, saying they are hardworking and raised with considerable grit, determination and focus.

“Teaching these students is a privilege and an honor,” Evert said. “The future at SWOSU is so bright, and I am excited to continue providing the highest quality educational opportunities for our students.”

Parker said Evert is a great example of what truly represents SWOSU. She focuses on the students and their success. She constantly provides quality experiences and challenges for the students that prepares them for the future.

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