

To Whom It May Concern,

I have been asked by Dr. Ryan Jessup to write a letter on his behalf to be included in his tenure portfolio. I have known Professor Jessup for four years, and I interacted with him extensively during the course of my studies at Abilene Christian University. I took Marketing Research, Consumer Behavior and Data Mining with Dr. Jessup, and I sought and received his guidance for extracurricular research. I feel I am in a position to comment on some aspects of his teaching.

Dr. Jessup is a creative and passionate teacher. He is very knowledgeable in his field, and teaches highly relevant courses to business and marketing students. Dr. Jessup is an engaging lecturer, and he is always willing to explain or review concepts that students find challenging. He makes himself available during weekly office hours, and offers his students many opportunities throughout the semester to receive personal and group guidance for projects, tests, and presentations. Dr. Jessup rightly reiterates the importance of thorough and careful research to his students; I have been benefitted by his research tips and lessons in my current studies as a law student. He maintains a fun and participatory classroom atmosphere, and his passion and drive is evident to all who take courses from him.

Dr. Jessup rightly expects a lot from his students. He encourages hard work and persistence, especially where class projects and presentations are concerned. He guides his students in their research without giving them the answers, and he expects that his students will have to wrestle and work with concepts to be able to understand them fully.

Students who wish to be successful marketers, researchers and managers will be benefited from his classes. I do not think a business or marketing education is complete without taking his courses. COBA students are lucky to have the opportunity to learn from him, the College of Business Administration is a more competitive force in the business education marketplace because of his teaching, and Abilene Christian University is a more fun place because of his humor, faith, passion, and his interactions with his students and colleagues.

I sincerely hope that Dr. Jessup's efforts as a teacher and advisor will be rewarded by being tenured.

Sincerely,

Megan Watson (Wixon)
Abilene Christian University '15