

- Enthusiastic and humorous! The best professor in class ever! I wish I could listen to his lectures much more. Given the pressure of short time frame, Prof. Murray spoke in a very fast pace so that I found myself struggling to catch up and pull my mind together, as the only few 2nd language student who had no further English-speaking country background...
- Will Murphy is an incredible instructor. His level of energy is astonishing and he totally modelled all the best practices of understanding the customer (students) and of providing exceptional delivery. Please plan to have an elective next year with this instructor as well - he could teach us so much more.
- Instructor has done a great job in teaching this class
- Prof. had so much to offer, 4-5 more hrs could've been added to his teaching time to cover some of the things in little more detail. Great teaching so far the best in my experience!!
- Great enthusiasm!
- I enjoyed the class and the energy the lecturer brought in every day. His experience in the industry was well inserted in lectures and really valuable in tying case studies to real business issues
- Murphy had a level of enthusiasm and energy that was excellent to see, and somewhat addicting. His approach to this subject and class translated to the students. Probably the best taught class all year!
- Would love take another one of his classes - are any available? Instructor sped through a lot of information in the 2nd weekend - not a lot of 'take-aways' during those 2 days. A lot of focus too on products that are available to customers on shelves, yet there are so many other options today to get products to customers, but these options were barely touched on. Very much enjoyed the instructor. Did not receive feedback for Jan 4 presentation, but instructor said it was because it was such a low percent of our mark. Definitely appreciated immediate feedback to Jan 11 presentations. Instructor provided feedback in such a positive way - like 'opportunities for improvement' rather than 'this is what you should have done/shouldn't have done.' Seriously, are there any more classes this year that Will will teach?
- The assignment to interview different business is a good one in the fact that it is more "real life" than a written case and would have worked great in a term long class but it did not fit well in a two week modular format, for this class a written case on business would be better than an interview, they could even be different styles and business for each group so they would be differentiated in the presentations and we could still learn from each others presentation.
- By far the best teacher we have had to date. He had energy, he enjoyed teaching, had fun in class, provided proper feedback, was honest in what he was going to grade and the list could continue. It is a shame that he isn't teaching any other classes in the MBA. I feel that he should be used to the fullest in this program.

- This is by far the best teacher we have had so far in this program. His passion is contagious and I felt everyone rise to his challenging leadership and morale boosting energy. I was given so much material that I am sure I learned much more than the professor expected me to. Unfortunately, this means that I have no idea if I answered the final exam questions the way I was supposed to. I think that the amount of information given and the pace of the course was uncomfortable for the instructor. I feel there was too much information given and not enough simplicity and clarity of educational goals. Because of this I have no idea how I did personally in the course. I did not know when to stop adding information to the final exam and did not feel I had the freedom to add my own interpretation to the answers. I was not completely sure how the teacher wanted me to answer the questions; so, I could not be sure of the amount of freedom that I had on each one.
- Incredible energy! Thank you for a wonderful course.
- Very engaging
- At first I was quite impressed by his energy and enthusiasm and felt that here, finally, was a great teacher. Sadly, this did not turn out to be the case. The energy was appreciated, but by flying so quickly through to much material, he left the students behind. Also, I felt like I was just being lectured to and with these smaller MBA classes, it would be better to bring students in to the discussion. When I did have questions or comments it was very hard to get his attention and be heard before he had moved on to something else and my question/comment was no longer relevant. More real world examples and a holistic view of marketing would have been better. More case studies that the group could have more thoroughly taken up in class would have been better - we hardly spent any time on Starbucks. Time spent on Optical Distortion was a complete waste of time (and many I've spoken to agree with this). This prof could improve his teaching by coming down to our level, and engaging us at this level, hearing about our experiences, teaching us based on what we know and building on this. Given that so much of our mark was based on class participation, it was extremely hard to get a word in "edge-wise" with this guy!
- The instructor was good. The format is a challenge.
- Great energy, good motivator, and offered great feedback - put a positive spin on all feedback which was helpful and professional
- The instructor brought high energy and passion towards the subject. Excellent job in breaking out the class so there was a certain amount of time for lecturing and time for group work. This keep the energy level up and provide a good environment for learning