

NEWS RELEASE

Wilfrid Laurier University



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April 30, 1996
26-96

Gordon McDougall named Laurier's Outstanding Teacher for 1996

Combative, confrontational, aggressive - those are just some of the adjectives used to describe Gordon McDougall's teaching style.

It's a style that works, however. "I believe if you challenge students, then they rise to the challenge," he says.

McDougall, a marketing professor in Laurier's School of Business and Economics, has been named Laurier's Outstanding Teacher for 1996. He will receive the award during convocation ceremonies on May 31.

It is not McDougall's first award for teaching. In January, he was presented with the School of Business and Economics Teaching Award. That award was the result of a vote among students; the Outstanding Teacher award winner is chosen by a committee after a nomination process.

McDougall is also an active researcher and the co-author of several textbooks, including *Canadian Marketing: Cases and Exercises*, *Canadian Retailing*, and *Marketing*.

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