

# **University Student Testimonials**

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# Marketing Management Course

To: Dean of Business School:

Recently one of my peers asked me what I was learning in Professor Heller's marketing class. The student was planning their schedule for the next semester and had inevitably heard that Heller's class was more difficult than other management courses. He was certainly surprised when I recounted that, with only three hours of class each week since August I had learned: (i) the marketing concepts and skills required to use databases to analyze and retrieve valuable business information, (ii) calculate pricing cost/benefit analysis for several companies and conduct a break-even analysis, (iii) conduct business SWOT analyses, (iv) and practice segmenting, positioning, and targeting various company products ... all before midterms.

Professor Heller conducted his classroom differently than any other professor I have had. Initially, I was weary of his process, but after two weeks I recognized within myself that I was a different student in Heller's class. Professor Heller utilized a combination of weekly assignments, pop quizzes, class attendance and participation, and tests for Marketing Management. The pop quizzes held students accountable for weekly textbook reading assignments and ensured that class time was not wasted defining terms or outlining basic processes. Marketing is the only course this semester that I have consistently completed all of the textbook readings before EVERY single class! Heller simply had a way of motivating students to adopt practices that would ultimately make them more successful in every class.

One of the primary motivation techniques in Heller's course was his grading system. On the weekly assignments, it was not uncommon to receive 5-15 points of extra credit if one went above and beyond the scope of the assignment. The first time I received a 110, I was so motivated to do even better on the next assignment. Each Thursday, I looked forward to getting my assignments back to see what grade I received and read the positive comments.

As a student, I most appreciated that Professor Heller strived to make our limited classroom time as valuable as possible. He didn't use lecture slides from the book or repeat class worksheets. Instead, he used his experience in the hotel industry as well as his connections with leading world businesses such as Coca-Cola to foster class discussions about real-world marketing scenarios. I learned basic marketing concepts best by applying them to these classroom examples and learning from and contributing to in-class discussions with my peers. Once, I had a research study meeting for another course that conflicted with my marketing class time. Frustrated that I could not reschedule the study meeting, I emailed Professor Heller to ask if I could instead attend the Monday/Wednesday 8 am course. As I woke up early on Monday morning and walked towards the Management building, I expected the class attendance to be sparse since Monday 8 am courses are notoriously under-attended. To my surprise, the classroom was filled to capacity. My experience in the 8 am course provided to me that students recognized they could not make up for the knowledge they would acquire by attending Heller's lectures.

I cannot express how much valuable, real-world knowledge I learned in Heller's course compared to other management classes I have taken. As a student, I work part-time at the Center for Disease Control and Prevention. Following our class assignments on project Gantt Charts and RFPs, I approached my boss and explained that I had acquired a new skill set that might be valuable for some of our office projects. She was immensely impressed by my knowledge and assigned me to two new projects. Students certainly value their education when they recognize that the knowledge they are acquiring are used in the business world; Heller always tried to parallel classroom knowledge to actual business applications.

Professor Heller was dedicated to his students' success in Marketing Management as well as after graduation. Following mid-terms, Professor Heller emailed students that were succeeding in the marketing course to offer his time for career planning meeting(s) and course feedback. Heller wanted students to know that he was a resource for letters of recommendations and advice about potential internships and careers. Professor Heller also stressed that he appreciated student investment in the 3300 class. He viewed students as shareholders in his course and their education, so he often solicited student feedback on his teaching style, lecture slides, assignments, quizzes and tests.

Our university is known as a leading research institution, and so often students feel that professors consider their research as a priority over teaching their students. Professor Heller certainly emphasized that students came first as he was always available to answer questions and provide assistance. Whether students needed him to come early or stay late, Professor Heller continuously displayed dedication to ensuring student understanding and success.

Heller provided much more than textbook definitions and examples. Professor Heller brought 20+ years of experience owning and operating hotels into the classroom and used his expertise as well as his connections with premier Atlanta and world businesses such as Coca-Cola and UPS provide students real-world marketing management scenarios through lecture slides and weekly assignments. As a third year student, I have not completed a course with a professor as dedicated to student learning and student success as Professor Heller. Without a doubt, I am a more knowledgeable, strategic, and skilled student and have more to contribute to the business world due to my time as a student in professor Heller's Marketing Management course.

Tiffany Cain

# Marketing Management Course

To: Dean of Business School:

To put it simply, Paul Heller was one of the best instructors I have had during my time at this university. Shortly after beginning the course, it was obvious just how invested Professor Heller was in the course and students. He demonstrated prior examples of seeking feedback from students, and examples of how students felt they had gotten a lot out of the class when they had put time into it. He began seeking our feedback right away, and he also made himself accessible, giving us his personal cell phone number - something I have had very few professors do and never that I can remember in such a large class. As we would later discuss in his class, an important factor to encourage people to give feedback is to demonstrate that it is actually being used - and he did that more so than nearly any of my professors. He went above and beyond in trying to work with the students, even making changes that would require more effort on the part of him and his graders in the interest of students. The level of communication and willingness to work with students was very impressive.

Throughout the semester, Professor Heller's dedication and investment in the class were clear. I received a number of timely responses or communications after-hours and over weekends, which I would say is often atypical and was pleasantly surprising. The material presented often involved significant research and communications on the part of Professor Heller; it was clear that he put a significant amount of time into preparing each topic and lecture. It is clear to me that Professor Heller's priority was the students; I believe his efforts clearly show that he was not teaching for the job or the money, or because his position required him to do so. He could easily have gotten by teaching the course simply according to the book and previous materials.

Beyond Professor Heller's teaching style, the material he presented in class was very educational, informative, and pertinent. Information was constantly related and applied to real world situations, which I think is extremely valuable for our future pursuits and also helps validate the theories. The information presented in class was relentlessly backed by real-world situations, research, and guest speakers. Furthermore, the topics covered in class were, I believe, important to future success in or out of the marketing field. As I went back through the syllabus to jog my memory of particularly notable topics, I realized that I had learned valuable information from every topic on the syllabus. I would like to run through a few that I think will have particular effect for me and other students. First, social media is absolutely turning the traditional marketing world upside-down, and its role is only becoming stronger. As we progress in our careers, I firmly believe that this will be an essential basis for our understanding of marketing, especially as the computer-centric generations begin to acquire more buying power and social media becomes more constant, polished, and easily accessible. Secondly, RFPs are a constant fixture in professional business. Before this class, I had almost no understanding of what one even was, but I knew that I needed to learn it. I am glad that we spent time on it, that Professor Heller backed up the material with personal experience, that he provided real-world examples, and that he highlighted common pitfalls. SEO/M is another important area for similar reasons to social media. This one even has a personal touch - a friend and I recently got a contract to do a website for a company. One part of this contract involves SEO/M tasks, and despite being a Computer Science major, none of my classes had ever discussed this. Thankfully, Professor Heller helped give us a solid base in this area (and applied it to a real-world situation); I will definitely be using the information that I learned in this class in the course of that contract. Finally, service expectations and recovery I found absolutely enlightening. It really codified observations I've made in real life, and showed how they should be applied. Again, this was backed up by personal experience and (awesome) real-world examples.

Chris Sladky

**Laura,**

“I may not have been the most outspoken student in your class and yes your class was different than most other management classes, but I didn’t take that as a bad thing. It was a challenge to me and made me want to prove I was up to the challenge. I learned a lot in your class and in fact still reference many of the things we did in your class in school and work today.

**Peter:**

“Professor Heller: I just wanted to say another thank you. I interviewed with Google in December, and they were very impressed with my knowledge of their advertising system due to our SEO classes and assignments. Just another way your class helped me 😊. I want you to know that I really got a lot out of your class.”

**Dwayne** comments on the helpfulness of Social Media class coverage on Blogging and Virale Marketing that resulted in the student potentially winning a college contest worth \$2,500.

I was just sending you this email to tell you I applied some of the marketing concepts you talked about in class in the real world. Boost Mobile is doing this “Un-wrong’d” campaign at 9 colleges across the country, with our university being one of them. In the video, you must say what has wronged you, and how Boost can un-wrong you by giving you \$2500. Out of about 200 people, 2 grand prize winners are selected based on their ratings and their total amount of views. I used Blogs and Social Networking to self promote and market myself. So far I am number 1 in the country in Ratings and number 4 in views.

**Scott** comments on the helpfulness of Search Engine Optimization whereby he applied to his summer internship and radically helped the company’s ranking on search engines. Also references a database that was covered in class, Reference USA that (among other applications) is extremely useful in locating potential employers that was covered under business-to -business marketing topic.

I just wanted to write you and let you know that here at \_\_\_\_\_ Research & Technology, I have already used what you taught us in Search Engine Optimization to help the company get better visibility to our direct audience. However, I am working from memory on this one because I seem to have misplaced the assignment on SEO in my file folder at home. I was wondering if you could forward me the assignment and anything else that you feel might be beneficial.

P.S. There was a great site that you gave to us in assisting us in identifying employers by field and geographics, along with a myriad of other data. I can’t remember the name of the site but I want to say it was something like “jobsUSA”. I am trying to apply for real jobs now I am remembering how helpful that was.

## Digital Marketing: Mercer University MBA

**From:** Jonathan Miller [jmiller@whiteheadindustrial.com]  
**Sent:** Wednesday, November 07, 2012 12:31 PM  
**To:** Profheller@gmail.com  
**Subject:** Mercer '11 MBA

Professor Heller,

It's been almost 2 years now since I took your SEO course in the full-time Mercer MBA program. At that time I had no idea how relevant the course work would be to my future. I remember briefly discussing my post-graduation plans with you but do believe that's the last time we spoke. After graduating I made an entry back into a family business down in Valdosta. We're a 104 year old hardware company serving multiple markets. Stepping back in after being off at school for 6 years was quite an adjustment. As you can imagine, a great deal of our business is conducted in an "old school" manner influenced from having many years under the belt. Realizing the drastic need to get with the times, I began the process of developing an e-commerce site capable of promoting product the world over while enhancing our current customers' shopping experience. The project launched October 14th, 2011, when we entered an agreement with a developer and finalized our shopping cart provider. The site officially went live July 1, 2012 and has generated sales to places and people we otherwise would never have reached.

The purpose of this email is not only to tell you thanks, but to see if you have any recommendations in regards to SEO services or programs. Our analytics have plateaued and new forms of optimization is desperately needed. As we both know, SEO is vital and a lot more time and effort goes into it than most can imagine. Currently the site feeds from aspdotnetstorefront (cart provider) to Google Shopping, Amazon Product Ads, & The Find. We seem to get a decent amount of exposure from these outlets but I know there's way too much we are leaving on the table. We have began pursuing the social channels along with integrating WordPress onto the site; however these are still in development.

Our developer has quoted us their SEO services which I'm sure would be great, but I prefer not to have all my eggs in one basket. I immediately thought of you as a premier source for leads on SEO providers. It'd be great if you had a chance to look at the site: [www.whiteheadindustrial.com](http://www.whiteheadindustrial.com) Please note our mobile version isn't released yet so we're are only visible in full on a PC/laptop. I can only imagine the errors/suggestions our SEO class would have had...as there are many improvements that must be addressed. I hope this finds you well and look forward to hearing from you at your convenience.

**Jonathan N Miller**  
[jmiller@whiteheadindustrial.com](mailto:jmiller@whiteheadindustrial.com)  
p. 800.777.3912 ext. 248  
f. 229.245.0579  
[www.whiteheadindustrial.com](http://www.whiteheadindustrial.com)

Subj: **Thank you**  
Date: 4/17/2009 5:51:27 P.M. Eastern Daylight Time  
From: [HRTDFC@langate.gsu.edu](mailto:HRTDFC@langate.gsu.edu)  
To: [prheller44@aol.com](mailto:prheller44@aol.com)  
Paul,

**[Department Chair of Hospitality]**

As you are concluding spring semester, thank you for your dedication and support in teaching Hospitality Quality Management over the last two semesters. It has been an honor to have you on the faculty and I wish you the very best here at GSU as well as at Georgia Tech. You are certainly to be commended for the excellent development of HADM 3800. I have been aware of the depth, relevancy and rigor of the content of the course even though I may have been sporadic in relating to you my recognition and appreciation of the hard work you have put into this course over the last academic year.

I am going to hold the wonderful letter from the student in your class this semester. These words are what faculty live for in having a student so appreciative and being able to express her sincere thoughts so well. When you are by the office, I know you will want to pick-up the letter to keep.

Paul, I hope to keep in touch and please know that your "hospitality family" is always on the second floor of the RCB Building.

Warmest regards and best wishes to you and your family,

Debby

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Subj: **Professor Heller's HQSM 3800 class**  
Date: 12/11/2008 10:38:09 P.M. Eastern Standard Time  
From: [brandonholliday4@gmail.com](mailto:brandonholliday4@gmail.com)  
To: [hrtdfc@langate.gsu.edu](mailto:hrtdfc@langate.gsu.edu)  
CC: [prheller44@aol.com](mailto:prheller44@aol.com)

Ms. Debby Cannon,

I'm writing in regards to my recent graduation of Professor Heller's HQSM 3800 class. I understand you and Professor Heller have been working together in the Hospitality department throughout the semester. I'm currently working towards my certificate in the hospitality department along with my Finance major degree. After completing Professor Heller's class I have taken on a completely different outlook, even though I'm in my senior year, on work ethics towards my college classes. I'm not going to lie, I took Professor Heller's class thinking it was just an elective that I could blow off and easily get an A to boost my GPA. Well after the first few weeks of assignments I realized this class is no joke, and will require an honest effort with a lot of hardwork. I've put more work into this class than all of my other classes combined. Although it was a lot of work, it wasn't without reward. I have taken more out Professor Heller's class than any of my other classes, and been able to apply it to my life and my current part-time job as a Server at Outback Steakhouse. Now that I have completed this class I can't express the sense of achievement I felt, except relief and accomplishment at the same time. I recommend Professor Heller's HQSM 3800 to all Georgia State University students, and should be a requirement to those in the hospitality department. I believe this because I was challenged and pushed to a level of expectations that made me excel past my current level of accomplishments. Professor Heller knows more about Hospitality than any other Hospitality teacher I have taken. Not just from a book knowledge point of view, but from a experienced hands on real life approach. I can't express enough how much this class has helped me, and I honestly believe every student should take his class before graduating from Georgia State University. Thanks for your time and efforts, and Happy Holidays!

Best Wishes,  
Brandon Lee Holliday  
678-327-4143



Thank You

Prof Heller,

You have been a tremendous help to me this semester. Even outside of the classroom you've offered advice that has helped me work through some tough situations. I'm sad that I won't have the opportunity to take more of your courses, but I look forward to picking-your-brain on (what I'm sure will be) numerous future

occasions. I know I could have been a better student this semester, and I appreciate your willingness to work with me. You've been a great professor/mentor!

All the best,

Kara Wilder

2009



**Feedback From KSU Business Management Information Systems 3100**  
**Spring and Summer 2008 Semesters**

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Dear Professor Heller,

My thank you letter is to you. Thank you for allowing me to conceptualize the assignment after my interview fell through. It was an interesting challenge trying to find the right software and hardware components to achieve the goals of a physician's office.


I drew from my experience setting up T1 lines with my father when I was young and my time running my own small networking business setting up small office and personal networks in my late teens. Also, as I mentioned before use to build and troubleshoot IBM servers about 6-7 years ago for my Dad's company; that certainly had helped my with this assignment. It was still a challenging assignment however; making sure all the right software components were in place took some significant research and planning. I included a Visio diagram which is what I use today in my job to outline complex A/V systems, I thought you might like it.

I learned a lot in this class about presentation and how to find answers. I notice your teaching style is more "teach people to fish, feed them for a lifetime" rather than to spoon feed the individual, which I like. I use that same approach in the training aspect of my job. I enjoyed your class a lot; it was a lot more challenging than I anticipated, being that I have been involved in BIS since I was 10 years old. I can honestly say that I have spent more time preparing for this class than any other in my college career and I was more prepared for this class than any other in my life. I think it was worth it though.

Thank you,

Aaron

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Subj: **Re: Congrats ... 93 On Test 2 BISM**  
Date: 7/20/2008 12:37:20 A.M. Eastern Daylight Time  
From:   
To: PRHeller44

Thank you! I really have learned a lot in your class this summer, and I have enjoyed it as well. The class *has* been a lot of work; however, I believe it really does help in the learning process to have so many hands on projects.

Thanks Again,  
Calvin

**I then sent an email to clarify the last line and he responded ...**

I meant that I've learned a lot from all of the projects (assignments) that you have had us to turn in. In that, in addition to the lectures and slides and such, the actual hands on approach of going into the IT/IS field and doing the things they do really has helped me in the learning process. I guess what I'm trying to say is that even though there is a lot of work in this class, the work has really helped to reinforce the concepts that are discussed in class.

Subj: Corporation Finance 3300  
Date: 2/7/2010 5:51:28 P.M. Eastern Daylight Time  
From: smaier3@student.gsu.edu  
To: PRHeller44@aol.com

**Corporate Finance:**  
**Georgia State University**

Hello Professor Heller,

I want to say thank you for being a great professor and motivator. I really enjoyed the finance class at GSU. I don't think a lot of students can say that about Finance. Going into that course I was really nervous about it. I talked to many students before taking that class and most of them told me its really really hard. Therefore I was kind of scared taking it. And as you know English is not my first language, so this didn't make me feel better about it.

After the first day of class I felt a little bit better because we didn't have any quizzes to take, instead we had to do assignments. Which I really appreciated, thanks Professor. The assignments were a lot of work, however, you got a good grade if you did your job good.

I have never taken a class where you could call a Professor Coach, I really enjoyed that because the atmosphere was so much better then in other classes. Nobody was afraid to ask question.

I really enjoyed the class because Professor Heller used real life examples, therefore it was much easier to understand the material and you could make a great connection with the material and real life cases. It was also nice that he talked about his own experience. His knowledge about finance is great.

When we went through assignment all the students worked together to solve the problems and Coach Heller was always there to assist us and teach us new things. The exams were fair and durable, I studied hard for each exam and at the end I was really happy about my grade in this class. Before the final I was really nervous because it was comprehensive and all the professors put questions in the exam. However, Professor Heller did a great job in preparing us for this exam. I studied hard again for it because I wanted to keep my grade going into the final and I kept it:) Thank to Professor Heller:)

He is a really great professor, and I'm glad I took his class and I'm thinking taking an advanced finance class next semester to get even more knowledge about finance. I can say it was one of the most enjoyable classes I took at GSU and I would always take that class again but with one condition, Coach Heller has to teach it:):)

Thank you for a great class and I wish you all the best in your future, Professor Heller.

Take care,  
Sandra Maier

**Introduction to Business and Finance: Georgia State University**

Subj: Thank you Coach  
Date: 12/24/2009 5:47:38 P.M. Eastern Standard Time  
From: jfoote2@student.gsu.edu  
To: PRHeller44@aol.com

Hello Coach, I hope you are having a good break. I just wanted to thank you for everything you have taught me. To be honest, I wasn't very sure on whether the course would be useful, but every since I have been out of school I have been using it. The videos we watched were so helpful with my new job! Yes I got the job at O'Charleys, the one in which you helped me with the thank you note following my interview. My manager was extremely impressed with the note. I will do this for the rest of my life! Thanks for the tip and helping me redraft the letter.

But back to the videos. When I went to O'Charleys orientation I observed the employees and managers as they related to the topics we learned from the videos. When I sat with my manager and he asked me if I wanted to say anything, I told him about how he and the staff related to the videos. He was so impressed. Here is the great part. When I told him about the Disney concept of "being On Stage" he knew all about it because he used to work for Disney! When I mentioned it his face lit up! I also told him about how Steve Jobs' so effectively motivates his innovative employees through his bottom up management approaches. How great is that? We also talked about the advantages and disadvantages of tall/flat organizations. I never thought I would be talking about that outside of class! Everyday it seems like I am using some of the things you taught us.

You may have given a lot of work but it is like a parent to a child. When you are young you don't understand why your parents do the things they do, but when you get older you realize it was for your benefit. You gave us a lot of work, which I dreaded, but now the concepts learned are so helpful. Thank you so much for passing on your knowledge. I will use it for the rest of my life. Out of all my fall semester classes this class was the most useful. There will never be a time when I will not use what you taught me because it is imperative to my career and my life. Thanks again and Merry Christmas. You are indeed my life coach!

Sincerely, Jamesha Foote

**Note: I am often addressed as "Coach" as I think this word better reflects the relationship an instructor should have with students and I give them a choice of Professor or Coach.**

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Professor Heller:

I really appreciated your response to the e-mail I sent you regarding me being at the hospital with my mom. It meant a lot to me. Thankfully, she was moved out of the ICU and into a room yesterday evening, so I was able to come back on campus to attend classes to prepare for finals.

This course has been a wonderful learning experience. I have thoroughly enjoyed every portion of it. It was a lot of work, but I feel like I learned things that will be legitimately applicable to my future. Participating in your FLC has assured me that my future career aspirations are still to become a CPA. By taking your course, I have even decided that I might enjoy some aspects of Finance as well. I've even considered double majoring. I would simply like to say thank you for passing your knowledge of the business world on to me. It is very much appreciated.

Best regards,

Eric B. Reynolds, Student Assistant  
Georgia State University, Student Activities

# Real Estate Guest Lecturing: Emory University (MBA)

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**From:** "Roy Black" <[Roy\\_Black@bus.emory.edu](mailto:Roy_Black@bus.emory.edu)>  
**Date:** August 25, 2010 2:33:27 PM EDT  
**To:** [prheller44@aol.com](mailto:prheller44@aol.com)  
**Subject:** Re: Available To Guest Lecture This Semester

Paul,

It would be great for you to make another appearance. You were a hit with the students last spring. I'll look at possible opportunities and let's work on something.

Regards,  
Roy

Roy T. Black, Ph.D., J.D.  
Director, Real Estate Program  
Professor in the Practice of Finance  
Goizueta Business School  
Emory University  
1300 Clifton Road  
Atlanta, GA 30322-2710  
404-727-9422 voice 404-727-5238 fax

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**Subj:** Re: Today's Polished Up and Expanded Lecture/Fun Quiz  
**Date:** 3/4/2010 2:31:47 P.M. Eastern Standard Time  
**From:** [Roy\\_Black@bus.emory.edu](mailto:Roy_Black@bus.emory.edu)  
**To:** [PRHeller44@aol.com](mailto:PRHeller44@aol.com)

Paul,

Thank you very much for your excellent presentation today in my classes. I am sorry that the weather conspired against us on Tuesday, but I am glad that we have the possibility of bringing you back to campus later in the semester.

Best regards,  
Roy

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**Subj:** student from Dr. Black's class  
**Date:** 3/19/2010 2:23:06 P.M. Eastern Daylight Time  
**From:** [jason.antin@gmail.com](mailto:jason.antin@gmail.com)  
**To:** [prheller44@aol.com](mailto:prheller44@aol.com)

Mr. Heller,

My name is Jason Antin and I am a second year JD/MBA at Emory. I am concentrating my MBA in real estate. I grew up in the residential real estate business and can honestly say that real estate is my passion.

I wanted to write to say thank you. I really, really, really enjoyed your lecture today. It is rare that I get to sit and listen to someone tell their real stories. I loved hearing the game aspects of the deals - how they mess with you, what goes in the contracts, how you can incentivize them. I learned a ton from you. I had never dealt with defeasance or securitization before. I was just totally captivated the entire time. Thanks for taking time out to speak with us today.

Thanks again,  
Jason Antin