
2024 JOYCE AWARDS

The Rev. Edmund P. Joyce, C.S.C., Awards for Excellence in Teaching are the University's most prestigious recognition of extraordinary achievement and sustained effectiveness in teaching undergraduate, graduate, and/or professional students. Mitchell Olsen is an engaging and formative instructor, notable not only for his externally recognized expertise in marketing, but also for his distinctive, “contagious” passion for teaching, especially Foundations of Marketing, a required course for all business majors. Beyond demonstrating to students that marketing is highly quantitative, he makes even large courses fun. Named a Top Retail Expert for 2023 and 2024 by RETHINK Retail, a global media leader for retail industry insights and news coverage, he exposes students to real-world marketing experience by facilitating a “brand crisis” scenario that challenges them to think fast and deliver effectively under pressure. He has demonstrated profound dedication to the more than 1,600 students he has taught since arriving at Notre Dame in 2016, through his decision to pivot from a tenure-track to a teaching faculty position, as well as his engagement at residence hall and student club events.

The University of Notre Dame is proud to present this 2024 Rev. Edmund P. Joyce, C.S.C., Award to

Mitchell Olsen

Richard J. Huether Associate Teaching Professor of Marketing
