

Using on-line simulation packages to consolidate student learning

The underpinning rationale for the proposition that a marketing simulation is a good medium for enhancing depth of learning and understanding is based on the contention that a simulation game is first and foremost an engaging learning experience within which students can become engrossed, it can chime with their competitive nature and it can be easier for students to grasp complex data, models and solutions when these are contextualised in a simulated real-world experience. This poster will report on the implementation of a web-based marketing simulation package which formed the central component of a Level 6 module on the Marketing and Business and Management programmes. Simulation software can assist in developing live case study material allowing students to interact with practical business decision making and evaluate how theory is linked to practice and can be used to exhibit outcomes from actions. Use of this on-line simulation package informed the design of all elements of this module from the syllabus content, teaching style, learning opportunities afforded to the resource requirements and assessment design. Student engagement and motivational commitment to learning through the simulated experience is reflected upon, with particular reference to their reflective blogs about the experience.

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