Pre-tutorial preparation is essential for tutorial learning success. MARK5700 tutorials use marketing cases to encourage active problem-based learning. However, with over 90% students not native English speakers, only 30-40% students would read the case materials (15-30 pages) before tutorials and only 30% students actively participate in tutorial case discussions. I created 7 case video quizzes for pre-tutorial preparation and the quiz completion rate achieved average 95% across Terms. Students find case video quizzes very interesting and engaging. Students were more confident to speak out their thoughts during tutorial discussions and over 90% students actively participated. Also, I interviewed marketing managers on the case solutions and used interviews to generate more lively debates. The problem-based learning, in-class debates and up-to-date industry views help students understand Australia business contexts better and improve their career skills.

This presentation aligns with the following UNSW Communities of Practice ‘Flipped Classroom’. More information can be found here.
As an educator, my primary goals are to inspire students to learn and to encourage them to achieve their best. I am an enthusiast for designing and implementing educational innovations to improve students’ learning and prepare them for their future career. My course design and delivery emphasise active problem-based learning, co-creative learning and career-focused learning. As a researcher, I focus on consumer behaviour and how to induce behavioural changes.

Event date:
30th Apr 2020, 12:00pm to 1:00pm
Location:
Law G23 (Kensington)

or

Livestream via the Connections Moodle site (self-enrolment key: unswconnections)

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