

MyMarketingExperience including training service

EDUCATOR TESTIMONIAL BPP UNIVERSITY

COURSE: 50 students per year on the Advance Strategy for Marketing course

USED SINCE: 2015

SUMMARY: After attending a gameplay day, BPP decided to use MyMarketingExperience with their Advance Strategy for Marketing students so that their students could practically apply marketing theory. Pearson training consultants trained both lecturers and students about how to get the most from this simulation.

SUBMITTED BY: Rahim Rashid, Business School

Did the training give you a clear understanding of the key areas you wanted to cover?

Absolutely, I had many questions which were mainly relating to how the simulation has relevance to the theoretical aspect of each part. This was well explained by Ben.

Was the training tailored to your needs? And if so, how?

The training added value to each of the module learning outcomes, which are delivered weekly. Each learning outcome then adds value to the use of the game. Students can supplement their learning with the practical application of what they have learnt, and through feedback they can gauge how effective their decisions are.

What challenge or problem did you hope MyMarketingExperience would solve?

We attended a gameplay day and decided to use MyMarketingExperience with our level 7 cohort. We wanted to have a practical dimension to the course, where the students would be able to make strategic decisions and these decisions would have a measurable outcome, enabling the students to gauge the impact of decisions they have made.

We arranged training for the module leaders. They wanted to develop their confidence in using the simulation in practice. One of the module leaders had taught with simulations before but the other was completely new to simulations, and wanted a little more support to get started.

Can you please briefly describe how the training was implemented (face to face/online/over the phone) and the approach of the trainer

We had a blended learning experience. Initially Ben visited BPP and spent a couple of hours face to face with my team i.e. the head of programmes, module leader and myself (one of the course lecturers) He explained the value this software would bring to the students and ran us through how we would use the software.

Thereafter Ben visited my class with his team to give more details to the students and to work with small breakout groups to help initiate the whole process.



MyMarketingExperience is a wonderful initiative. In an era where formal classical forms of education needs revolutionising, I believe this simulation brings a practical element to the theory, therefore adding much to be valued.



Other comments?

Ben's team were most gracious and helpful. I would like to thank them for the professional approach extended to myself and my class.

