



Pedagogical Script

Planning an online course

Period: From November to May (on Thursdays and Fridays)

Nonstop:

Course Title:	Marketing and Advertising
Unit of Learning Outcome:	Project of Marketing and Advertising Project This subject is a recap of all the subjects done during the studies, so allows students to consolidate the learning by doing by themselves a final prototype, an event of presentation and an advertising campaign.
Scope of studies:	Commerce and Marketing
Language of instruction:	Catalan/French/English
Coordinating teacher(s):	Irene Freixas Rigau
Target group:	Commerce and Marketing students of 2nd course
Prior studies:	VET
Description:	Study of the characteristics and needs of promoting tourism in Girona for a young and foreign target audience. Their preferences will be investigated using a Miro and a gamification mobile application will be developed in an inclusive way using Marvel App. A promotional public campaign will be prepared for the launch in order to attract the youth. A stay will also be organized for foreign students which will include the application presentation.
Learning objectives:	<ul style="list-style-type: none"> - Consolidate marketing and advertising learnings - Prepare the students for working in team and organization their tasks - Improve the digital skills of the students - Practice foreign languages in real environments
Strategy:	Expert centered <input type="checkbox"/> Problem centered <input checked="" type="checkbox"/> Material centered <input type="checkbox"/> Task centered <input type="checkbox"/> Interaction centered <input type="checkbox"/> Cooperation centered



Mode of teaching:	Guided <input type="checkbox"/>	Independent <input type="checkbox"/>	Blended <input checked="" type="checkbox"/>
Learning process:	Individual <input type="checkbox"/>	Collaborative <input checked="" type="checkbox"/>	Both <input type="checkbox"/>
Learning environment:	Moodle <input checked="" type="checkbox"/> Itslearning <input type="checkbox"/> Google classroom <input checked="" type="checkbox"/> Odissea <input type="checkbox"/> Microsoft Teams <input type="checkbox"/> MOOC <input type="checkbox"/> Other:		
Digital tools:	Microsoft office <input type="checkbox"/> Adobe <input type="checkbox"/> Canva <input checked="" type="checkbox"/> Thinglink <input type="checkbox"/> Kahoot <input checked="" type="checkbox"/> Quizlet <input type="checkbox"/> VR <input type="checkbox"/> Social media <input type="checkbox"/> Miro <input type="checkbox"/> Nearpod <input type="checkbox"/> Trello <input type="checkbox"/> Mural <input type="checkbox"/> Padlet <input type="checkbox"/> Slack <input type="checkbox"/> Asana <input type="checkbox"/> Eduteams <input type="checkbox"/> Youtube <input type="checkbox"/> Other:		
Learning materials:		Done	Needs to be done
	Texts Content: Project presentation, project explanations	X	
	Pictures Content: : In the project presentation, for instance	X	
	Videos Content: some links to videos related to the topic (examples of tourism apps, for instance). Students create a video showing how their app works which are included in Canva presentation. Nothing is created by teachers.	X	
	Audios Content: Only done by students and added to the app, but not as a learning material.		X
	Tasks/Games Content: Marvel App (include gamification games). We do a real Urban Escape and a Kahoot	X	
	Accessibility Classroom, Google Drive, Canva Moreover we record audios for the app in order to be accessible to everyone	X	
	CC License		X
Student guidance:	<i>The students have the presentation and an index guide with the contents done by teachers. Teachers make content explanations when necessary and their help between equals and for themselves reading and consulting the support materials.</i>		
Estimated amount of guidance:	By teachers about 40%		



Assessment methods and feedback:	work <input checked="" type="checkbox"/> tasks <input checked="" type="checkbox"/> tests <input checked="" type="checkbox"/> other: self-assessment <input checked="" type="checkbox"/> peer assessment <input checked="" type="checkbox"/> teacher assessment <input checked="" type="checkbox"/> oral feedback <input type="checkbox"/> written feedback <input checked="" type="checkbox"/> audio feedback <input type="checkbox"/> video feedback <input type="checkbox"/> automatic feedback <input checked="" type="checkbox"/>
Feedback:	<i>Feedback is collected by a Mentimeter done the last day of the project.</i>