



DIGITAL TOOLS

Commerce and Marketing

Irene Freixas
Sandra Coll
Jordi Creixans
Irene Romanyac



ABOUT THE PROJECT

Study of the characteristics and needs of promoting tourism in Girona for a young and foreign target audience. Their preferences will be investigated 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 French students which will include the application presentation.



METHODOLOGY

Learning based on projects. The students work in teams of 4-5 people. They have all the material on Classroom and they share a Google Document with their partners and teachers from the first lesson. In Classroom there are the minimum contents of the project, a presentation with explanation, useful links, beyond others. They will be in touch and exchange information with French partners by Google Meet and Google Forms. When the project is finished, they make a common presentation in Canva with all the classmates and they fulfill the auto evaluation and co evaluations.



TEAM WORKING TOOLS



Material and tasks

Google Classroom



Shared folders, Documents, Forms...



Meetings with foreign students



STUDENTS DIGITAL TOOLS



Design Thinking panel



App prototypes



Promotional material and presentation



EVALUATION TOOLS

Kahoot!

Test the students knowledge



CoRubrics

Students auto and co evaluations and teachers' ones. Recap of all grades



Mentimeter

Project feedback from the students