



## Interactive learning day in Business

Target group: Business students

Topic: Marketing Strategies

Aim: Define the strategy and the marketing mix that your product / service or brand must do.

Time: 8:00-14:30 (the first day of five days' long course)

Educational equipment: Meet (lessons), Moodle (group's home base, all material)

Time	Contents	Tools
8.00-8.45	<p>Orientation to the day</p> <ul style="list-style-type: none"> <li>- Presentation of the topic (theme, timetable and aim) → reacting (how do you feel?)</li> <li>- answer a poll to make groups with Eduteams</li> <li>- introduce yourself with a post it in Miro</li> </ul>	<p><u>Mentimeter</u> Feelings about the course</p> <p><u>Eduteams</u> Answer to some questions in order to make group with AI</p> <p><u>Miro</u></p> <ul style="list-style-type: none"> <li>- Make a post-it to introduce yourself</li> <li>- Place it in a map to see where people come from</li> </ul> <p><u>Moodle</u></p> <ul style="list-style-type: none"> <li>- link to Meet distance learning day in Moodle</li> <li>- materials</li> </ul> <p><u>Meet</u>: Microphone, camera</p>
8.45-9.00	<p>Marketing Strategies Example</p> <ul style="list-style-type: none"> <li>- Watch a video of a major company's marketing plan</li> </ul>	<p><u>Moodle</u>: Link to Youtube</p> <p><u>Miro</u> task: Write on the post-it your strengths</p>
9.00-9.15	Coffee break	<p><u>Meet</u> Cameras and micros will be turned off.</p>
9.15- 9.45	Prepare a video of your strengths to present to your colleagues	<p><u>Meet</u>: Microphone, camera</p> <p><u>Video editors</u>: Canva, Vimeo, Imovie...</p>



		<u>Drive</u> : Everyone uploads their own video to drive
9.45-10.15	- Videos will be watched in small groups to know each other. - Teacher will visit groups	<u>Meet</u> : breakout rooms
10.15-10.30	Submission of own videos to teacher Submission of videos' links to forum	<u>Moodle</u> - add submission - link to forum
10.30-11.00	After watching videos in small groups, the teacher will make a competition. Students will explain another person's strengths and the others will try to guess whom are we talking about.	<u>Kahoot</u> <u>Meet</u> : Microphone, camera
11.00-12.00	In small groups: - Choose a company - Think of a marketing strategy to improve its positioning in the market	<u>Meet</u> : Breakout rooms  <u>Scrum</u> Everybody will have a task to do and share  <u>Design Thinking</u> To arrive to a not obvious solution or alternative strategy
12.00-12.15	Coffee break	<u>Meet</u> Cameras and micros will be turned off
12.15-13.30	In small groups: - Create a gamification for the other groups on the marketing strategy worked on in the previous phase, during design thinking. - Write the narrative, generate the story.	<u>Meet</u> : Breakout rooms  <u>Possible tools for gamification</u> - Genially - Board Games - Collaborative Escape Rooms
13.30-14.15	Lunch Break	<u>Meet</u> Cameras and micros will be turned off
14.15-15.15	In small groups: - Play the other's gamification.	<u>Meet</u> : Breakout rooms  <u>Gamification</u> - Genially - Board Games - Collaborative Escape Rooms
15.15-16.00	Evaluation feedback - Every group makes a post-it with their gamification's name - Evaluate the other groups' work by adding comments with post-its all around the Gamification they want to evaluate  Self-, Peer- and Co-Assessment of their own team members	<u>Miro</u> Comments on the board  <u>Co-Rubrics</u> A plugin for Google spreadsheets that allows a complete evaluation process with rubrics.



16.00- 16.30	Summary of day <ul style="list-style-type: none"><li>- working with assignment goes on in the next school day</li><li>- write on what do they have to improve in their gamifications</li></ul>	<u>Meet</u> : Microphone, camera  <u>Miro</u>
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