

Student-led Online Debate, using Work Groups (myBU)

eLearning team, the Business School

PROBLEM

- Distance Learning / eLearning: Geographically disparate students studying, but not working, together.
- Increase student experience and satisfaction through 'Group' work.
- Need to 'engage' Student with activity that will increase understanding of Marketing as well as increase 'Community' spirit with fellow Students.

Example: iBAM / International Marketing Management (Tutor: M.Wincott)

SOLUTION

- **myBU 'Groups'** using emotive subject of **Globalisation**
- Students split equally into 'Groups' with specific approach to the question of Globalisation :
 - **'Pro-Globalisation'** Work Group
 - **'Anti-Globalisation'** Work Group
 - **'Audience'** Work Group
- Defined 'Private' work areas for each Group before working in 'Open' Discussion Board, where academic-managed Discussion and 'considered arguments' occur.
- Quick to set-up, brief explanation to students, easily understood and effective deployment using myBU.
- Online resources enable effective timetabling of academic's time.

Activity 1:

- **'Audience'** works in 'Private Area' to formulate Question, and posts Question to 'Public Area'.
- **'Pro-Globalisation'** work on their response to the Question in 'Private Area', then post agreed response to 'Public Area'.
- **'Anti-Globalisation'** work in 'Private Area' to formulate response to Pro-Globalisation Answer to Question.
- Further debate continues based on above Questions and Answers.

Activity 2:

- **'Audience'** works in 'Private Area' to formulate Question, and posts Question to 'Public Area'.
- **'Anti-Globalisation'** work on their response to the Question in 'Private Area', then post agreed response to 'Public Area'.
- **'Pro-Globalisation'** work in 'Private Area' to formulate response to Anti-Globalisation Answer to Question.
- Further debate continues based on above Questions and Answers.



OUTCOME

- Students practice **Effective Communication** within their Group, as well as between Groups who have different (and often very emotive) perspectives.
- Imperative the Marketers, operating in a global context, are aware of the arguments 'For' and 'Against' the subject, irrespective of their own personal view points.
- Marketers are able to communicate effectively, have ability to anticipate reactions and counter-balance with considered response through PR.
- **Increased interactivity and relationship awareness between geographically disparate students – NSS Feedback**

