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DIGITAL TRANSITION OF CASE STUDY PREPARATION IN AN INTRODUCTORY MARKETING COURSE

In this presentation, we present the way in which we adapted the preparation of the practical exercises of an introductory marketing course. We used seven different digital tools to make this preparation more personalized, involving and interactive. This pedagogical innovation was evaluated by students, the teaching team and independent experts. The presentation will be based on this triple assessment to identify the strengths, weaknesses and areas for future improvement of this project.