

Teaching and Learning Innovation: Live Case Analysis Assignment

Dr. Olivia Freeman & Dr. Rosie Hand:

Cross module assessment/case study analysis (MRKT)

School of Marketing, TU Dublin City Campus

Video Introduction is available to accompany this innovation overview.



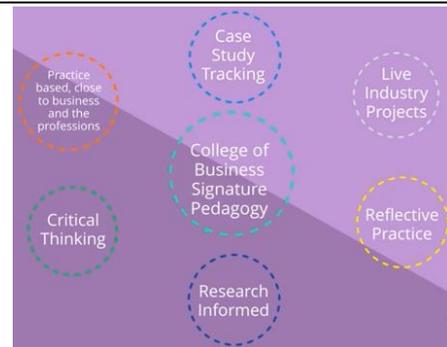
Programme in which innovation is used:

MSc in Advertising (DT347)

*Please read overleaf for reflections from **Rosie** and **Olivia** on how the innovation impacted student engagement on their programme.*

Signature Pedagogy:

This assessment is aligned to the case study approach.



Who is this innovation for?

We wanted to provide the students with an opportunity to engage with specific learning outcomes in the context of a live case.

It was important to leverage an opportunity to engage with industry in a meaningful way.

Why we were inspired to do this work:

We wanted to recognize the emerging confluence between our two modules and try to capture this synergy while simultaneously avoiding over-assessment on the programme.

It was also important to expose the student to a live case in advance of work they would do in the second semester showcase module.

How will this T&L innovation support student engagement in the Programme/School?

This assessment is a high stake assessment due to the fact that it runs across two modules. It invites students to engage with industry, collaborate in teams and recognise cross-over in the subject matter of our two modules. As part of this project, students needed to formulate specific business recommendations for the client and present them in a professional manner. This creates a high level of engagement and furthers their professional development.

Advice for Peers: How to use this T&L Innovation

What/Why your colleagues could gain from reading /viewing/using it

Enablers: Postgraduate students in particular benefit from the assignment as they have the maturity to engage professionally with the client.

Small groups are necessary - it would be difficult to manage the necessary degree of formative assessment with larger groups.

There needs to be demonstrable synergy between the two modules and the associated learning outcomes.

Challenges: Extra time is needed to coordinate a project like this. Contact needs to be made with the client in well in advance of the semester beginning. Lecturers need to work with the client to write up a case which will serve the dual-purpose of tying in with the learning outcomes attached to the assignment as well as the issues the client would like to see addressed. The client must be willing to share relevant company information in order to make the case realistic and workable for the students.

This project requires an ongoing commitment from the students - it is continuous in the true sense of the word and lecturers need to facilitate this through engaging in a formative assessment stage and the implementation of additional supports, for example a guest speaker or field visit as we outlined in the accompanying video.

Further Information:

Dr. Olivia Freeman olivia.freeman@dit.ie

Dr. Rosie Hand rosie.hand@dit.ie