

## **Enhancing Marketing Student Engagement Via Team-Based-Learning**

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### **Abstract**

Marketing educators often face less than optimum pre-class preparation by students, declining student interest in classes, and student complaints regarding previous bad experiences with team assessment activities. Team-Based-Learning is an innovative teaching strategy utilising semi-formalised guidelines aimed at enhancing student engagement and improving teamwork. Via case study of the introduction of Team-Based-Learning into a post-graduate marketing subject for the first time, benefits of the teaching strategy are examined. The results indicate the innovation has a strong positive influence on student learning and engagement with 87% of students considering that they 'learnt more' than via previous subject delivery processes. Team-Based-Learning is concluded to be a highly effective teaching process enabling educators to deliver more to students with less input.

Keywords: Teaching, team based learning, TBL, student engagement, marketing education