

Fostering Meta-Skills in Digital Marketing Education through a Technology-Enhanced Classroom

Marketing education, especially digital marketing, has faced the challenge of keeping pace with rapidly evolving technology and shifting digital landscapes. These changes have significantly influenced modern marketing curricula, as educators strive to bridge digital skill gaps (Langan et al., 2019). However, an emphasis on technical skills in digital marketing education appears to have overshadowed the development of meta-skills like creativity, communication, and problem-solving, which have grown increasingly vital with the rise of generative AI (Ye et al., 2023).

This presentation explores the implementation of a technology-enhanced classroom, the Digital Lab at UoG, and its role in cultivating essential meta-skills in marketing students. The presentation will analyse how sessions in the Digital Lab promote crucial marketing meta-skills such as creative thinking, collaboration, and peer-learning, while also boosting motivation through visualization and its unique setting.

The presentation highlights four key areas of impact:

Motivation: Students appreciated the innovative and non-traditional environment of the Digital Lab, which contrasted positively with the university's historic campus. Students felt that this modern setting made the classes feel more unique and engaging.

Creativity: The arrangement of smaller screens at each desk, along with a room setup that encouraged face-to-face interaction, facilitated seamless group collaboration and creative discussions.

Peer Learning: The availability of screens allowed students to assist their peers with software challenges, fostering a supportive learning environment.

Visualization: The Digital Lab's setup mimicked a professional agency environment, helping students visualize their future roles in marketing. This realistic setting improved their focus and engagement during lectures.

Additionally, the presentation will delve into which specific activities within the Digital Lab most effectively nurtured these four meta-skills. This case study shows how a technology-enhanced classroom can address the current deficiencies in digital marketing education by fostering meta-skills while still prioritizing technical skills.

Langan, R., Cowley, S. and Nguyen, C. (2019). The State of Digital Marketing in Academia: An Examination of Marketing Curriculum's Response to Digital Disruption. *Journal of Marketing Education*, 41(1), pp.32–46.

Ye, C., Kim, Y., & Cho, Y. N. (2024). Digital marketing and analytics education: A systematic review. *Journal of Marketing Education*, 46(1), pp. 32-44.