# THE USE OF GAMIFICATION FOR BLENDED LEARNING IN MARKETING EDUCATION

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**ABSTRACT**

Owing to the influence of COVID-19, implementation of hybrid teaching which involves blended learning has been widely adopted. The blended learning utilizes and integrates face-to-face and virtual learning experiences. However, students may be new to such pedagogical approach and there is a concern about their engagement and performance in the blended learning environment. In addition to social media, gamification is expected to be an effective method to enhance student engagement and performance in such learning. This study aims to investigate the effectiveness of gamified quiz on student engagement and academic performance in marketing education. Students are expected to be more motivated and achieve better learning outcomes when e-learning activities involve competitive elements. The scoring system enables students to track self-learning progress and receive a positive social-comparative feedback among peers. In this study, various gamification software or game-based platforms such as Kahoot, Quizizz and QuizWhizzer were being examined via a marketing course. The findings based on questionnaire survey and direct measurement of performance show that gamified quiz can lead to an enhancement of student engagement and academic performance. The study also shows a comparison of various game-based platforms and highlights the benefits of the adoption of gamification in teaching and learning.

**Keywords:** gamification, marketing education, learning outcome, student engagement, student performance