

## **Understanding blended learning in marketing education**

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## Understanding blended learning in marketing education

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### **Abstract:**

This study aimed to develop a better understanding of blending learning in the context of marketing education. The research sought to examine the nature of blended learning as a tool to engage students in marketing courses within a Business School of a large Australian University. A qualitative research design was adopted using 20 semi-structured interviews to gain students perceptions around the shift to blended learning in marketing education. Results from the data acknowledge the importance of maintaining a certain level of face-to-face interactions within marketing courses. Whilst, highlighting the benefits of blended modes in providing increased flexibility around communication and access. The outcomes of this research proposed that particularly mature-age and part-time students are influenced by work and family commitments in their preferences around blended learning versus students transitioning from school to study preferring opportunities to interact with teachers and peers. Ultimately, seeking to inform best practice in marketing education amongst institutions.

*Keywords: Marketing Education, Blended Learning, Student Engagement*