Mahi Tahi
Working Together

Embedding model used in
BIBM651 Marketing Planning and Control
The module:
BIBM651 Marketing Planning and Control – compulsory module in marketing major

The team:
Beverly Taylor (Tutor)
Anthea Newport (Academic Learning Adviser)
Carolyn Paulsen (Liaison Librarian)

The learners:
Semester 1 2017: 39 students 82% international and 18% domestic
Semester 2 2017: 20 students 90% international and 10% domestic

For most international students, this is one of their first modules studying at Wintec and in New Zealand
Current model

• Planning together
• Embedded learning support: focus on relationship building
• Learners developing skills to become independent learners
• Reflection and review
Student feedback: Computer lab sessions

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<tr>
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<th>VERY USEFUL</th>
<th>USEFUL</th>
<th>NEUTRAL</th>
<th>NOT USEFUL</th>
<th>I DID NOT ATTEND ANY OF THE COMPUTER LAB SESSIONS</th>
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<tr>
<td>For understanding the assessment requirements</td>
<td>28.57%</td>
<td>64.29%</td>
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<td>For getting started and working on my assessment</td>
<td>50.00%</td>
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<tr>
<td>For getting one-on-one help with my assessment</td>
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“They are really helpful and with patience”

“Yes, give me a lot of assistance”

“The feedback has been very helpful. It is a great assistance to have them around.”

“They help me understand how to reference”
Student feedback

• Positive feedback from embedding
• Increase length (to 2 hours) and frequency of computer lab sessions
• More drop-in sessions for one-on-one and small group help
What we discovered and outcomes

• Assumptions: study skills, learning and computer skills
• High class attendance
• Improvement in quality of student work
• 100% pass rate this semester
• We enjoy working together to support our learners
Where to from here?

- Suggestions already made to International about orientation of new students (practical computer lab sessions)
- 2017: Two hours each week in computer lab
- Use of embedding model in other modules/subjects