Tēnā koutou i tēnei ata	Guten Morgen	Buenos días
Good morning	早上好 Zǎoshang hǎo	좋은 아침 Joh-eun achim
	शुभ प्रभात Shubh prabhaat	

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

	VERY USEFUL	USEFUL	NEUTRAL	NOT USEFUL	I DID NOT ATTEND ANY OF THE COMPUTER LAB SESSIONS	T
For understanding the assessment requirements	28.57% 4	64.29% 9	7.14% 1	0.00% 0	0.00% 0	
For getting started and working on my assessment	50.00% 7	42.86% 6	7.14% 1	0.00% 0	0.00% 0	
For getting one-on-one help with my assessment	57.14% 8	42.86% 6	0.00% 0	0.00% 0	0.00% 0	

Student feedback

"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