



Aprendiendo a utilizar técnicas de marketing a través del Aprendizaje Basado en Problemas [

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text (article)

Analítica

The following article presents the experience of a teaching innovation introduced in the subject of Management, Planning, Legislation and Deontology of the Degree in Pharmacy of the University of the Basque Country UPV/EHU, to learn the thematic block of Marketing and Merchandising. This educational action has focused on achieving both the specific competences related to this subject, as well as transversal competences of team work, information search and reflection capacity, among others. For this purpose, the Problem-Based Learning (PBL) methodology has been used, making the student to face situations that will happen to him in his professional future as a pharmacist. Interactive questionnaires designed by rapid response devices (clickers), video visualizations, expository activities and reports were used. The students sometimes worked autonomously, but mainly the work in teams was promoted where the work done by each student was essential for the resolution of the situation. The valuation, both formative and accumulative, was carried out through a group deliverable, an individual self-assessment test, two brief group presentations, two individual assessment tests and finally, a more extensive group presentation. In general the evaluation showed highly satisfactory results. In addition, great involvement was achieved by the students making the development of the classes much more active and dynamic

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