



ABP y Competencias Investigativas en un Entorno Virtual: Resultados y Percepción del Estudiante [

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text (article)

Analítica

The study aimed to know the results of the application of PBL and the students' perception of its implementation in a research methodology course with Marketing and Graphic Design students in the context of Emergency Remote Teaching (ERT). This mixed research of sequential explanatory design (Quanti-Quali) presented equal emphasis for both approaches. The first phase described the results of the PBL application and the students' perception of it. The second phase went deeper into the perception and allowed the researcher a wider explanation of quantitative results gathered. The results show that PBL favors the development of research competencies in the virtual modality; moreover, students perceived it positively. It is concluded that it is beneficial to use PBL in these creative careers, even in virtual environments, to promote autonomy and critical thinking to solve problems associated with scientific research

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