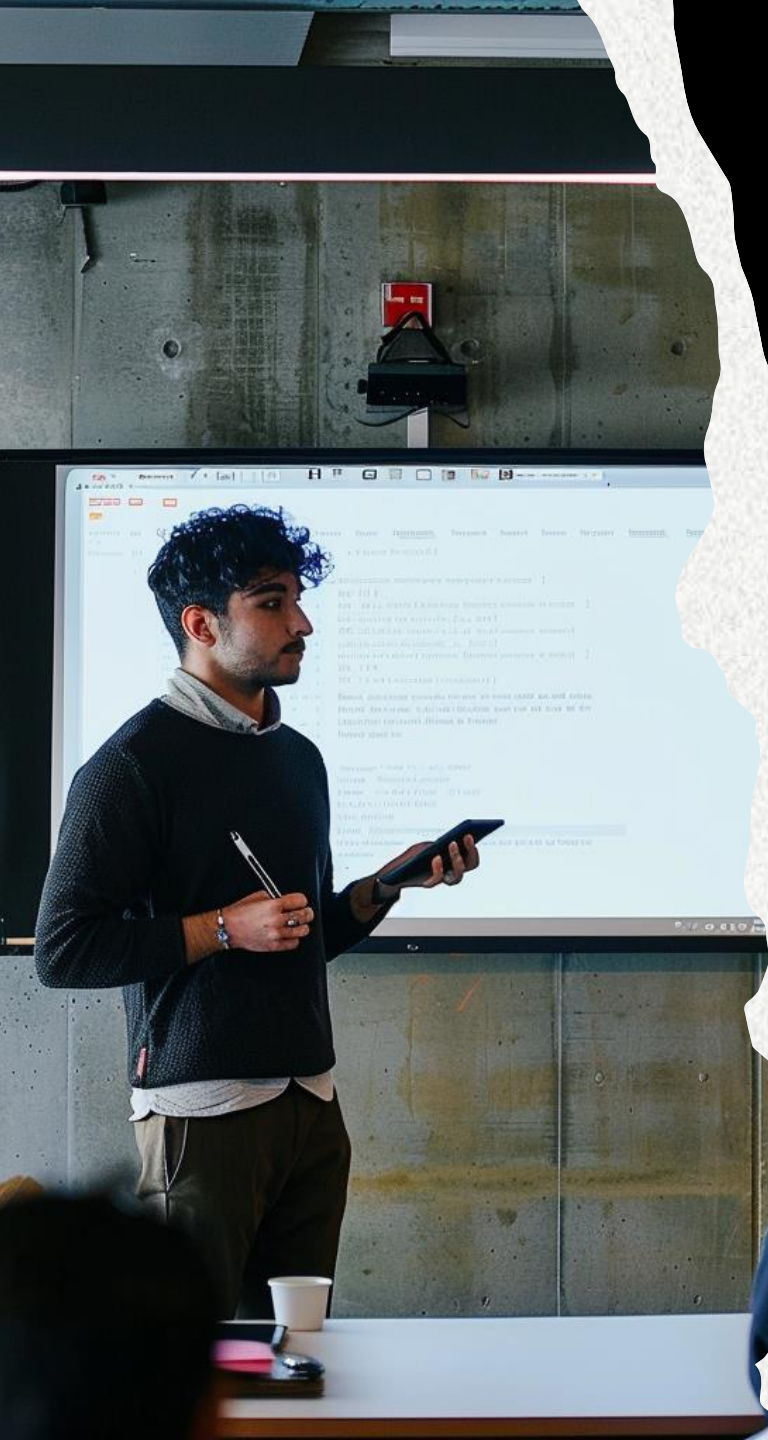




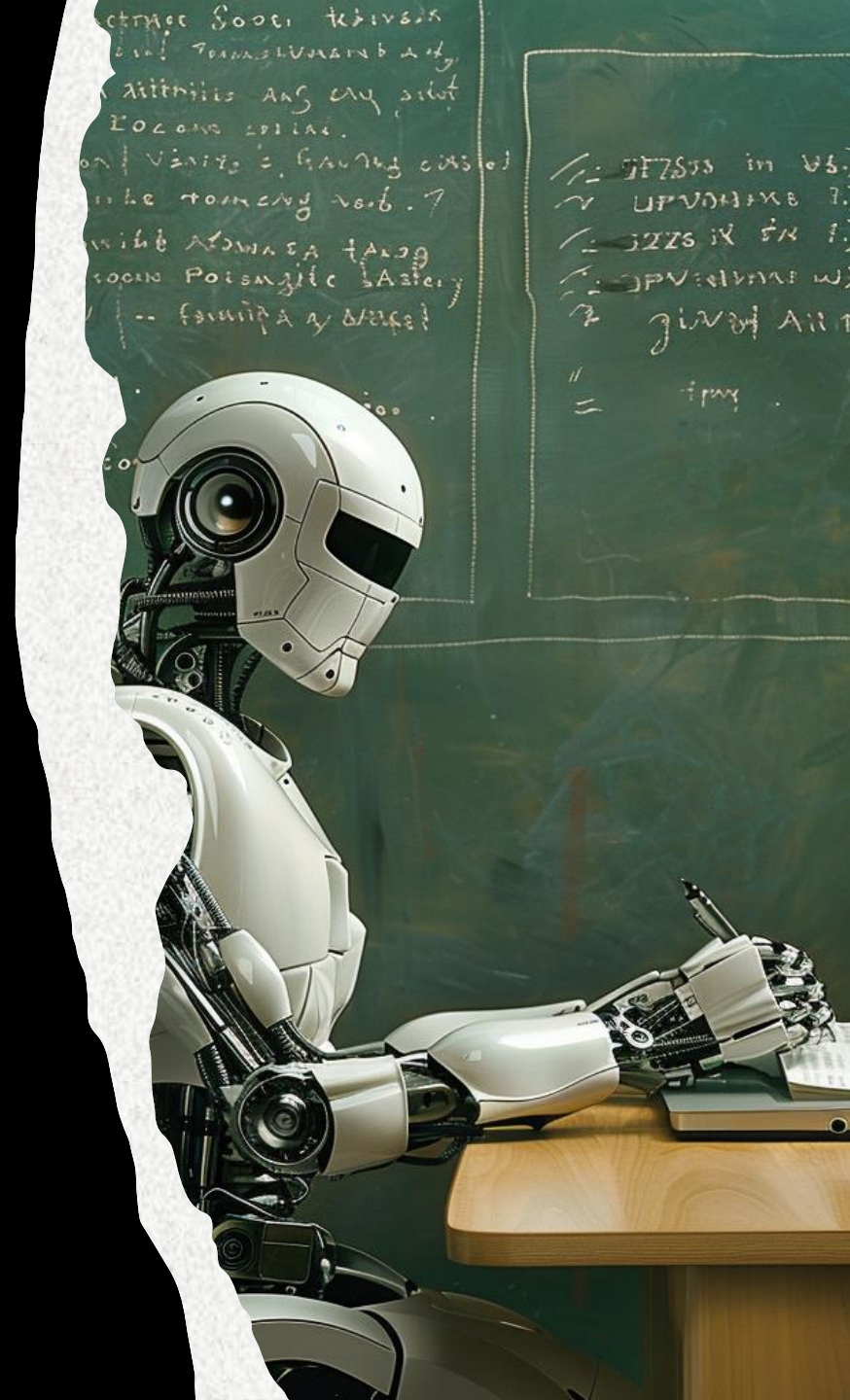
Enabling business students' use of Generative AI in their coursework while maintaining academic integrity

Student Experience Experts Group Meeting

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Background

- Previously teams of students wrote a 3,000 - word report about a marketing relationship (45%)
 - Analysis of the current situation
 - Suggestions for improvement
 - Included primary and secondary sources of information
- Potential risk of AI - generated content starting 2023/2024
 - Related risk of student use of AI without understanding its limitations
 - Risk of some students using AI while others were unfamiliar with its capabilities
 - Ongoing issues related to free-riding
- An end-of-term exam (45%)
 - In an exam hall
 - Four essays in 3 hours
 - Open book, but no electronic devices

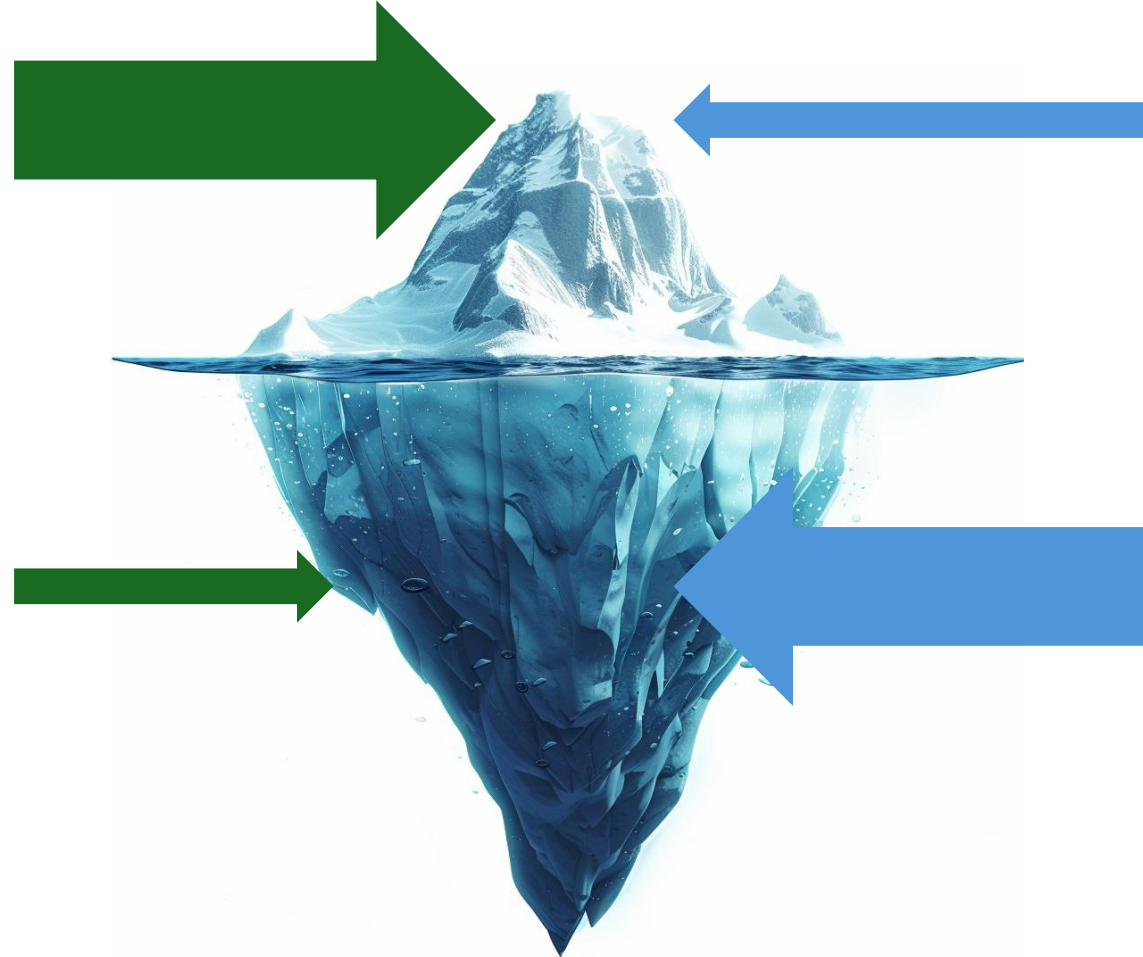
This component balances the fact that the new coursework assessment does not require students to write long-form narrative.

Assessing processes and outputs

2017-2022

Report

- Focus on outcomes and results
- AI generated material could provide this quite easily
- Limited reference to process - except for the methods section for primary research



2023/2024

Presentation Slide

- Outcomes/outputs are limited in length
- They become a vehicle for oral assessment

Audit trail

- Focus on process & the inter-relationships between different data sources
- Emphasis on real-world activity; decisions and iterations

A ‘Step’ from an audit trail

- Long-narratives were not required, but not penalised
- Some students chose to provide ‘links’ to their chatgpt conversations
- Some distinction grade audit trails had no reference to Gen AI
 - This possibility was stressed at the outset

		Task	Prompt	Source	Result	Triangulation	Implications
6	Promoting to younger generations	What do younger generations in the US want in promotion strategies? Which channels are most effective to reach them?				Millennial Marketing (https://www.forbes.com/sites/forbesagencycouncil/2022/09/07/how-brands-can-connect-with-millennials-5-key-strategies-for-2022/) : effective promotion to millennials required brand to be authentic, uphold values, use social media and influencer marketing to leverage word-of-mouth. Influencer marketing can add to brand credibility and social proof. Brands must reflect their values. Gen Z reception to advertising https://www.statista.com/statistics/1385179/media-generation-z-receptive-ads-united-states/ according to the study 72% of Gen Z say they are receptive to advertising on social media while 45% state being receptive to streaming TV ads. NB. the study was done on a wide pool of respondents in the US so there shouldn't be a selection bias affecting the results. leading channels for learning about new products https://www.statista.com/statistics/1414427/top-channels-new-products-us-by-generation/ GenZers mostly get information from influencers on social media and social media advertising. Millennials are most affected by influencers on social media, TV advertising. NB. study conducted on 3,204 respondents by a decision intelligence company making the findings fairly reliable. 2023 digital media trends https://www2.deloitte.com/uk/en/insights/industry/technology/digital-media-trends-consumption-habits-survey.html#read-the-digital-media-trends Younger generations look for engagement, communities and meaning. They are very engaged by UGC videos. Younger generations across media https://www2.deloitte.com/se/sv/pages/technology-media-and-telecommunications/topics/digital-consumer-trends/are-younger-generations-moving-away-from-traditional-news-sources.html over 60% of GenZ and millennials identify social medias as one of their top 3 preferred news sources. 51% of millennials identify TV as one of their top three most preferred news sources, this is only 39% for GenZ. Younger generations are the most avid social media users (facebook, youtube, tiktok and twitter) and are attracted to visual content. Eco-consciousness https://www.nasdaq.com/articles/how-millennials-and-gen-z-are-driving-growth-behind-esg the majority of GenZ and Millennials prefer sustainable brands and are willing to pay more for them. Sustainability is more important than brand name.	Based on the findings relating to our target customers, social media platforms (specifically those that allow for good visual content) for advertising and influencer marketing will be very effective at engaging younger generations and raising awareness. These will also be effective at fueling WOM and adding credibility to the brand. Also, TV advertising will be effective, especially with Millennials. Promotion strategies should focus on explaining the values of the brand as these will help younger generations connect. Besides communicating values, brands should show impact. For example, Good Meat could promote how much less GHG emissions, animal deaths per year, and acres of land use cultured meat has compared with traditional meat production. In order to grab attention it will be important to generate engaging content but also to create a community. Given that younger generations are looking for authentic brands with impact, employing a direct personal contact channel such as selling might increase their willingness to engage with Good Meat.
			What do younger generations in the US want in promotion strategies? Which channels are most effective to reach them?	Chat GPT	- GenZ trends: 1) preferences for video content on YouTube, Instagram, and TikTok. 2) value social consciousness and brands that align with their social standards. 3) trust personal recommendations and referrals, also from influencers. 4) positively influenced by online reviews 5) preferred platforms are TikTok, Instagram, YouTube 6) value authenticity and brand values 7) want to see impact 7) motivated by sales promotions Millennials trends: 1) online presence on Youtube, Instagram, TikTok, and Snapchat 2) attention to authenticity 3) video content. Effective Channels: 1) Videos and short-form content especially on TikTok, YouTube, Instagram. Social media is effective 2) Influencer Marketing 3) Display ads on websites 4) Experiential marketing		
		Petrassi-De-Grenet, A. (2023) Used with permission.					

Samples of prompts

- Google extension
 - Please list the most significant competitors for the xxx market. For each give me their target customer and price range.
- Google scholar / LSE library extension
 - Could you please help me find academic literature focusing on xxx aspect of buyer behaviour
- Business consultant
 - Analyse potential segments that xxx brand should focus on?
 - What are the characteristics of beginners and professionals in xxx product class
- Textbook substitute
 - Explain the xxx model for communications
 - Can you provide a practical example in which the model is used for evaluating the effectiveness of a promotional campaign?
- Theory application
 - What do you think can be refined in the model I created using xxx theory [provides outline of theory]

Student slide

- Use of endnotes to link with audit trail
- Guidance not to have a text-heavy slide
- 2-minute presentation (without aids)
- 2 minutes for Q&A (without aids)
- 'Failsafes'
 - recorded audio
 - Q&A at another time etc.

Candidate no. 31926

Consumer Journey¹⁰



Choice Evaluation

- UK willingness to pay for healthcare is contingent on:
 - Physical/aesthetic **need**.
 - A **greater utility** than alternatives.¹⁶
- Bupa Self-pay **differentiates on convenience and reputation** dimensions, but should **manage risk across digital, awareness and cost**.¹⁷

Problem Recognition



- Emergence of symptoms (likely non-trivial).¹¹
- Desire for preventative care.¹²

Search



- High levels of consequent¹³, outcome¹⁴ and economic¹⁵ risk precipitate an **involved search for care options**.

Evaluative Factors

	Convenience ¹⁸	Digital ¹⁹	Reputation ²⁰	Awareness ²¹	Cost ²²
Forums/Socials	3	1	2	3	3
NHS	1	2	2	3	3
Private Insurance	2	3	3	2	1
Bupa Self-pay	3	1	3	1	2

1 = Least competitive, 3 = Most competitive

