Meta-cognition skills built through collaborative exercises in the Introduction of Marketing – Monash College
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Subject: Part 1a Introduction to Marketing, part of the Diploma of Business program
Cohort: Predominately International Students
Activity: Reflection Summary on the week’s topic completed on a weekly basis
Marks: Non-assessed.
Platform: Google Drive – Shared folder, all tutorial groups can access it.

• The weekly summaries are completed in class with their tutor.
• For majority of the students these marketing concepts and terminologies are new & unfamiliar to them
• By reflecting on their own understanding, students build their meta-cognition skills and their self-confidence with the subject content.
• Using a shared folder in Google Drive, students complete the tasks online in a collaborative context.
• This provides an opportunity for peer learning
• The platform enables real time feedback
• Test results reflect students who complete these summaries regularly perform better in the fortnightly tests as they have better comprehension of the topics.