

LINKING TEACHING METHODS TO THE SATISFACTION AND SUCCESS OF STUDENTS IN ONLINE STUDY MODE

Pedja Ašanin Gole⁴⁷¹

Mateja Mahnič⁴⁷²

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Abstract: *The purpose of our article is to link teaching methods to the satisfaction and success of students in online education. The creative courses, especially in the fully online education process, is challenging innovation in teaching. The specificity of an online study with one-month performance of courses is to force the lecturer to become more effective, and students in a compact learning effort. We have found that teaching using creative methods increases the effectiveness of students' study and performance; although not equally to all, but even the less successful students did not feel "losers". Among the creative methods we have taken into consideration are the fun theory, the introduction of icons/references with the possibility of student identification, teaching with examples of good practices, cooperation with the economy in solving practical challenges and virtual mobility of students from various educational institutions and countries. The article presents and analyzes data from student evaluations and questionnaires in six courses, especially from the point of view of how the creative methods described in the article when innovating, such as virtual student mobility and work in international mixed online teams and cooperation with the economy, influence both the the general satisfaction of students with the subject as well as the acquisition of planned subject specific and general competence of subjects. In conclusion, we find that on-line studies require a very precise and targeted lecture. If students want to acquire the required competences, the relationship between theory and practice is about 30 : 70. Our recommendation is that students fully conquer a smaller amount of content than superficially transform the larger one. We believe that our findings will help lecturers in the field of creative subjects, in addition to creative communication and advertising, as well as subjects in the field of public relations, in introducing creative methods of teaching in everyday lectures and, consequently, with more successful outcomes of the subject.*

Pedja Ašanin Gole

Senior Lecturer of Public Relations at DOBA Business School (DOBA Faculty of Applied Business and Social Studies) Maribor, Slovenia, and a guest lecturer at the School of Journalism and Public Relations and Institute of Communications Studies in Skopje (Macedonia). Political scientist with 25 years consultancy and managerial experiences in the field of strategic communication in Slovenia and the countries of the former Yugoslavia. Doctoral candidate at the Faculty of Social Sciences, University of Ljubljana, the author of original scientific and professional articles mainly in the field of strategic and crisis communication management, editor and co-author of various monographs, especially in the field of public relations, strategic communications and communication management, governance and management. Research field: the relationship between governance interactions, issues management and strategic communication.



⁴⁷¹ Senior Lecturer, DOBA Business School (DOBA Faculty of Applied Business and Social Studies) Maribor, Slovenia

⁴⁷² Senior Lecturer, DOBA Business School (DOBA Faculty of Applied Business and Social Studies) Maribor, Slovenia

dr. Mateja Mahnič, Senior Lecturer of Marketing campaigns and Creative communication at DOBA Business School (DOBA Faculty of Applied Business and Social Studies) Maribor, Slovenia.

Copywriter and creative director at Studio Marketing (1988 – 1996), director at her own firm Snovalnica (1996 – 2009)

From 2011 to 2017 she was a lecturer and mentor of creative writing at the Third Age University of Slovenia. Since November of 2017 she has been working as a pedagogue, publicist and editor.

In the year from 1998 to 2002: chaired the jury that awarded the advertising trophy Golden mirror.

From June of 2009 to February 2010: post graduate study at the University of Bergen, Norway.

22.12.2012: had successfully defended her Ph.D. thesis: *The effects of language in the advertisement*

2013: founded Viharnica, an educational institution that focused on creative/artistic writing.

From 2011 to 2017: was a mentor for a large group of creative writing aspirants at the Third Age University that culminated in an anthology of the best short stories called *Kolažnice*.



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