

# **Marketing Education: The Hybrid Experiential-Technology (Hybrid E-T) Learning Pedagogy for HOTS**

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Many studies in the field of marketing education have promoted various active learning approaches to build engagement and encourage higher-order thinking skills (HOTS) among marketing students. However, these studies were carried out when used of technology-assisted teaching tools and content were less common. With this in mind, this paper introduces Hybrid Experiential-Technology (E-T) model that blends the use of technology and active learning to encourage HOTS. It further showcases how the Hybrid E-T model can be incorporated when teaching marketing subjects.

**Keywords:** *Active Learning, Blended Learning, Higher-Order Thinking Skills, Marketing Education, Hybrid E-T Model*