Evaluation of a Concept Map Teaching Tool In An e-Commerce/e-Marketing Class
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The Challenge

It is a challenge to teach a class where the course content is in a constant state of change due to changing consumer behavior and technology.

The concept map teaching tool was used to:

- Improve student understanding of key concept areas

- Show interrelationships between concept areas

- Increase student confidence in applying the concepts

- Improve learning outcomes

- Organize complicated subject matter to demonstrate interrelationships and keep subject matter organized
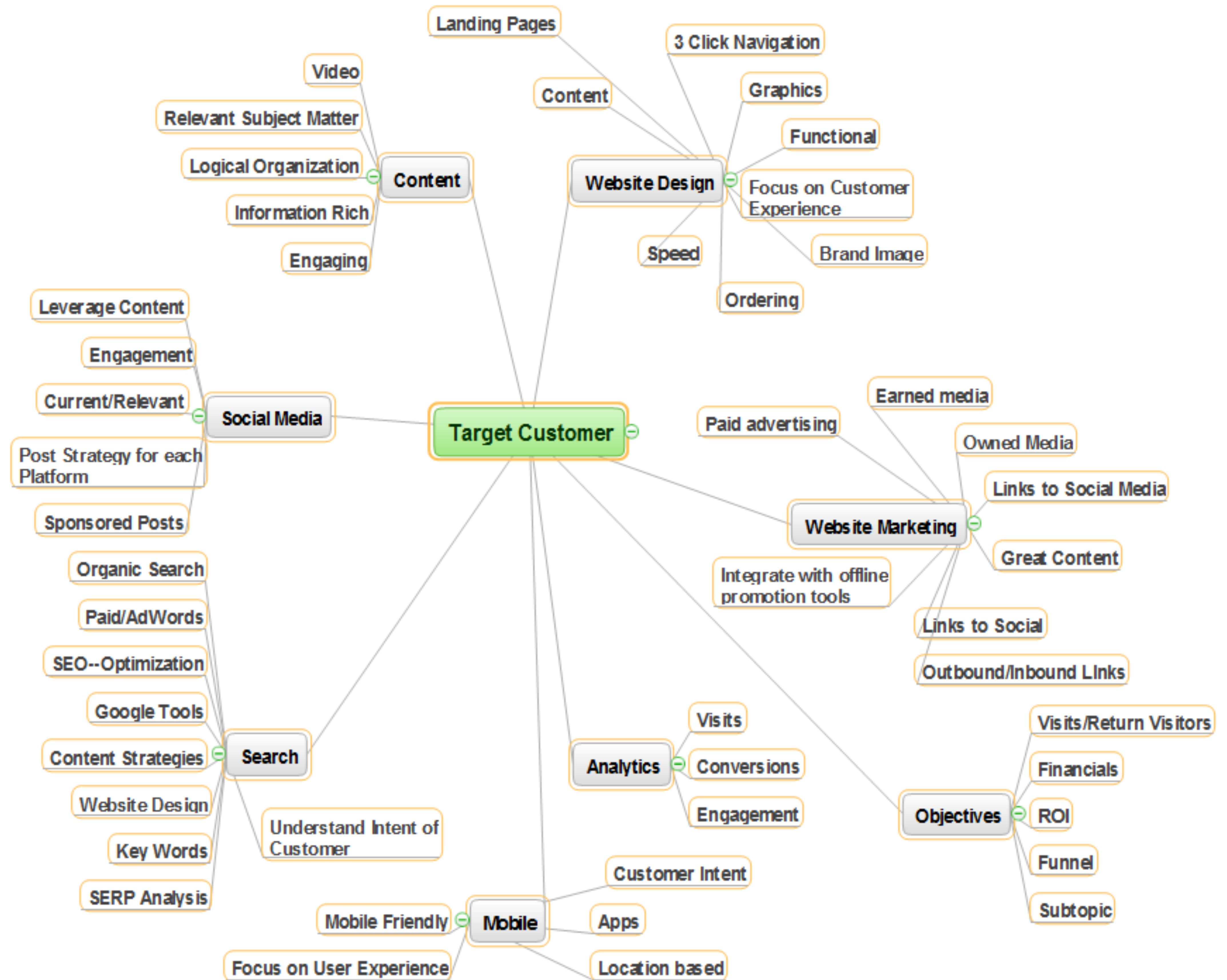
Results of Student Survey on Effectiveness of Concept Map
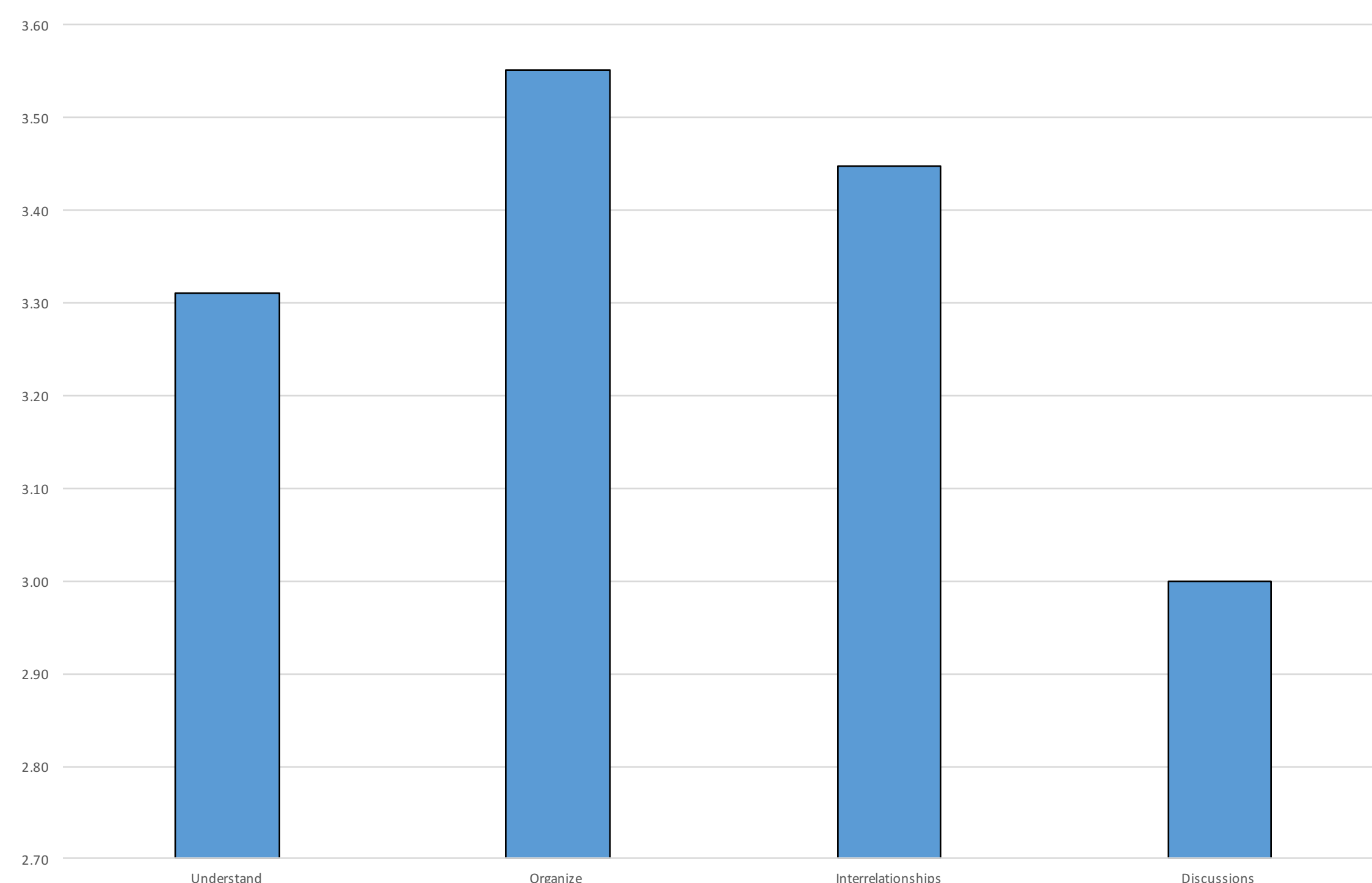
Results

- Helped to organize complicated and interrelated subject matter
- Students found the visual aspects to have a positive effect on their learning
- Did not see significant difference in student confidence nor learning outcomes
- Overall, positive feedback from students and more organized/positive learning environment