

Coaching Session in WU's Virtual Campus – Conceptualization and Key Learnings

Monika Koller & Eva Marckhgott

WU
VIENNA



About the course Marketing Insights

Elective within all Marketing specializations

Main aim: Create new marketing insights together

25 – 30 bachelor students with diverse backgrounds (groups of 4-5)

Diverse teaching methods and assignments

About the course Marketing Insights



Field trips

Case studies

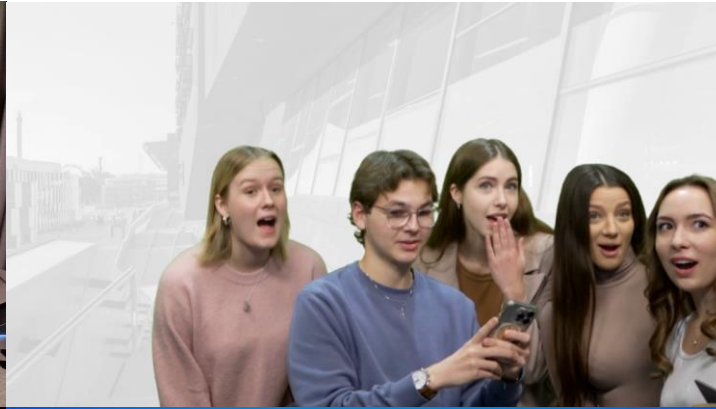
Workshops with companies

About the course Marketing Insights



Everything
is possible
session

About the course Marketing Insights



The challenge

How can we we make an online coaching session
as engaging as the rest of the course?

We moved it to WU's Virtual Campus



Welcome to WU's Virtual Campus



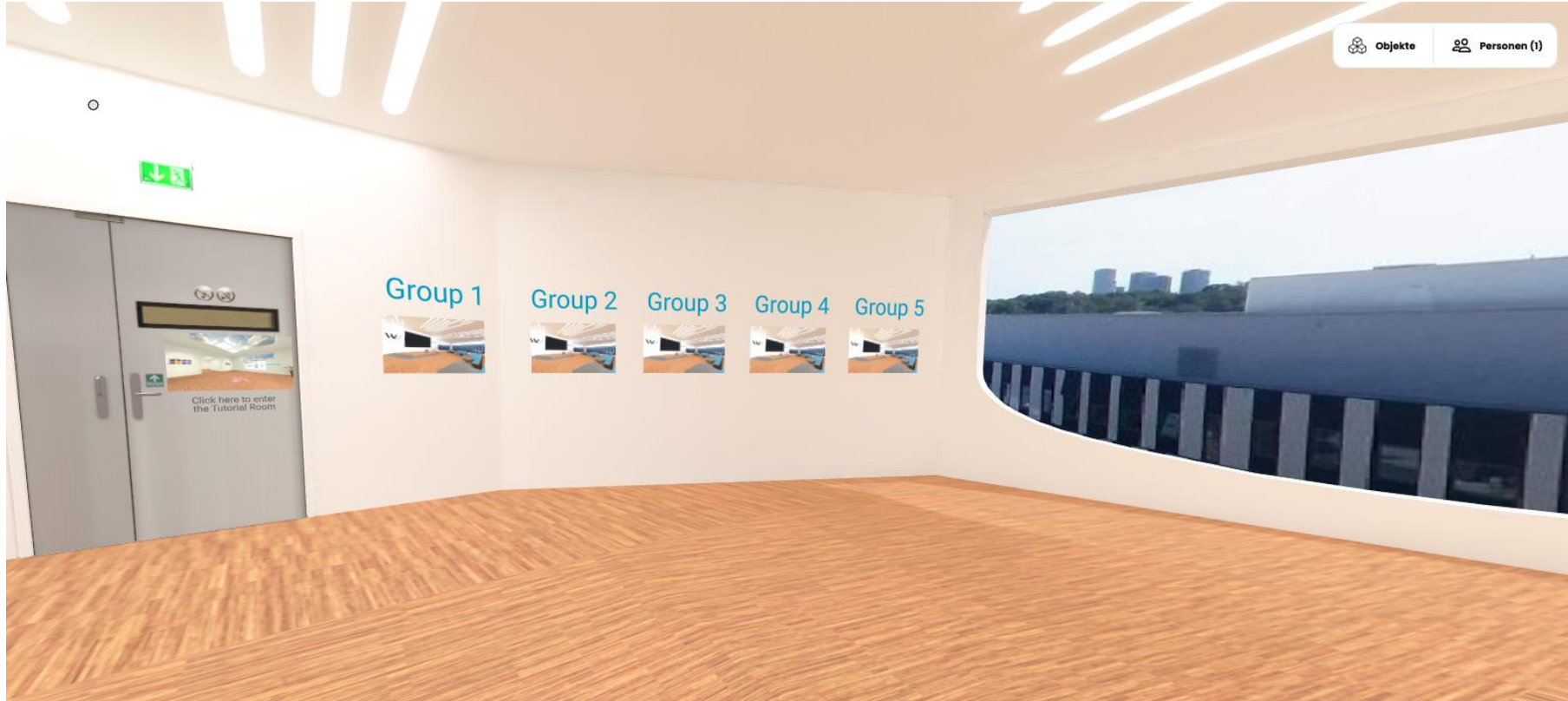
The lecturers' view



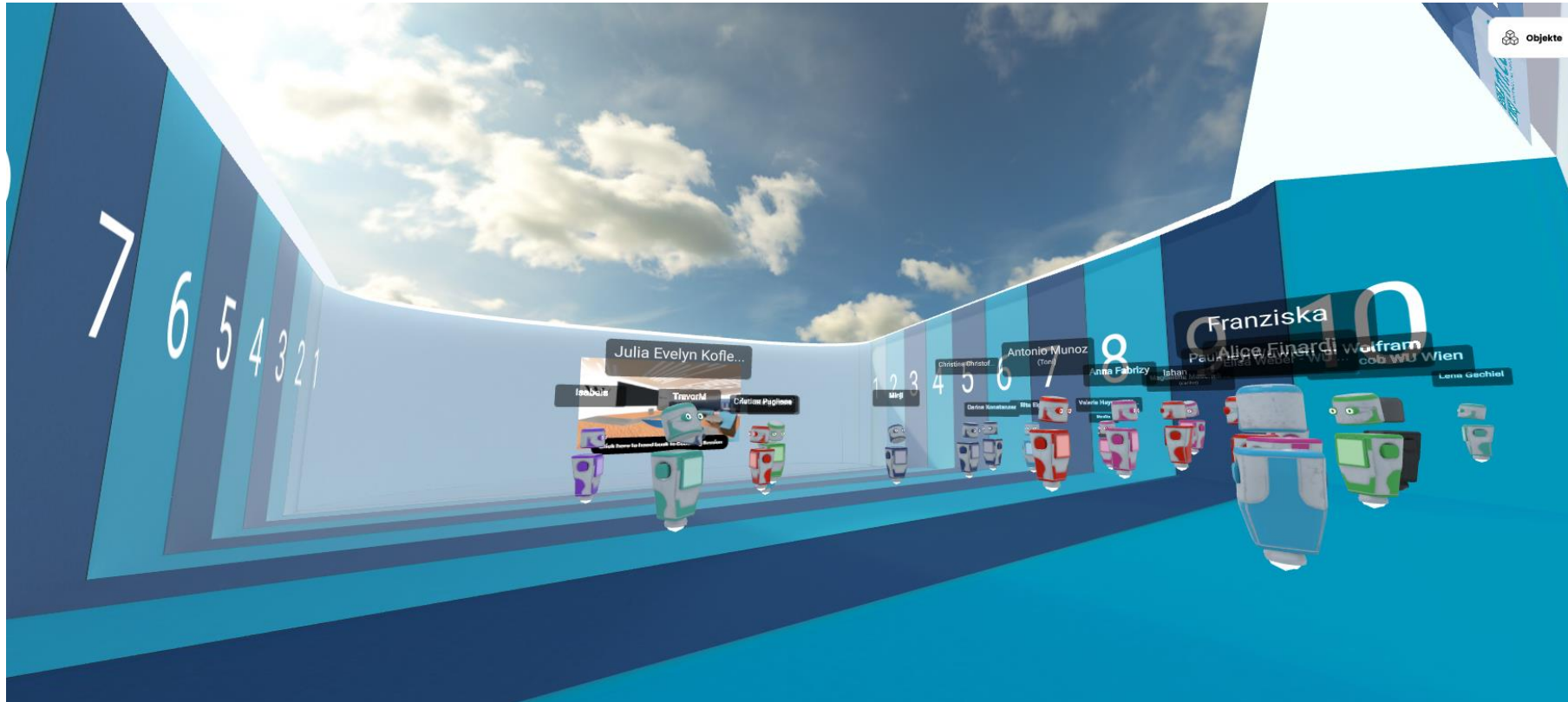
Student presentations and discussion



Group breakout rooms to encourage dialogue



Feedback room for gamified check-in



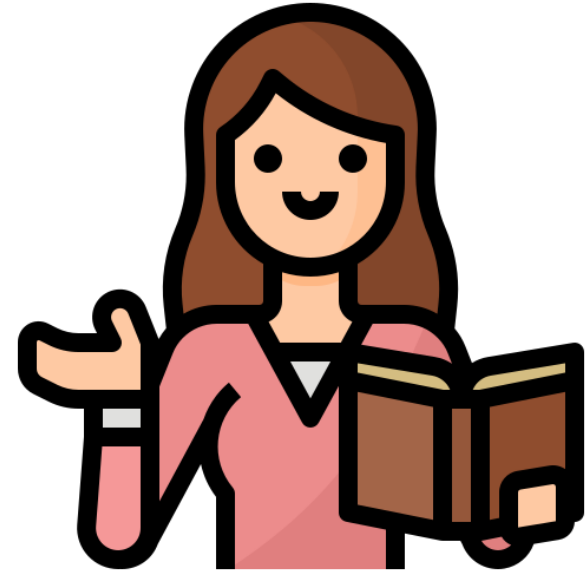
Didactic principles

Case-based learning

Coaching over evaluation

Gamification and interactivity

Continuous mutual feedback



Key lessons learned

Immersive settings foster real engagement and professional behavior

Virtual spaces can support soft skill development

Structure and role clarity are essential

Immersive learning environments should be structured but flexible

New environments need onboarding and transparency





Monika Koller



Eva Marckhgott

