



**Engage Higher
Education Students &
Enhance their Learning
Experience Using
Generative AI**

Dr Rula M. Al Abdulrazak

What?



Problem

Engagement is limited to the few

- Symptoms: students aren't attending classes (both physical and virtual), they're not participating actively, learning resources go unused, knowledge retention is declining, and academic dishonesty rates are rising alongside failure statistics.



Outcomes

Ill educated graduates

Not employability ready

Ill equipped entrepreneurs



Diagnoses

Lots of teaching not enough learning

- Knowledge accumulation – one-size fits all
- Not enough practice
- No mind shift
- No emotional intelligence

Engagement Indicators

Domain	Examples of Indicators
Behavioural	Attendance, participation, LMS activity
Cognitive	Deep questioning, critical thinking, cross-topic links
Emotional	Enthusiasm, resilience, academic identity
Social	Peer collaboration, tutor engagement
Deep Learning	Conceptual understanding, real-world application, reflection

Connect

A	68%
B	11.6
C	13.1
D	37%
E	26%
F	11%

1	Average time students spend in independent study per week
2	Percentage who feel their course is good value for money
3	Percentage working part-time during term
4	Percentage who say experience exceeded expectations
5	Average time students in employment work per week
6	Percentage who would now choose not to attend university

Key Stats on Student Engagement (2025)

68% – Students working during term-time

11.6 hours – Average weekly independent study time

13.1 hours – Average weekly paid work time (for those employed)

37% – Students who feel their course offers good value for money

26% – Students who say their experience exceeded expectations

11% – Students who would not attend university if deciding again

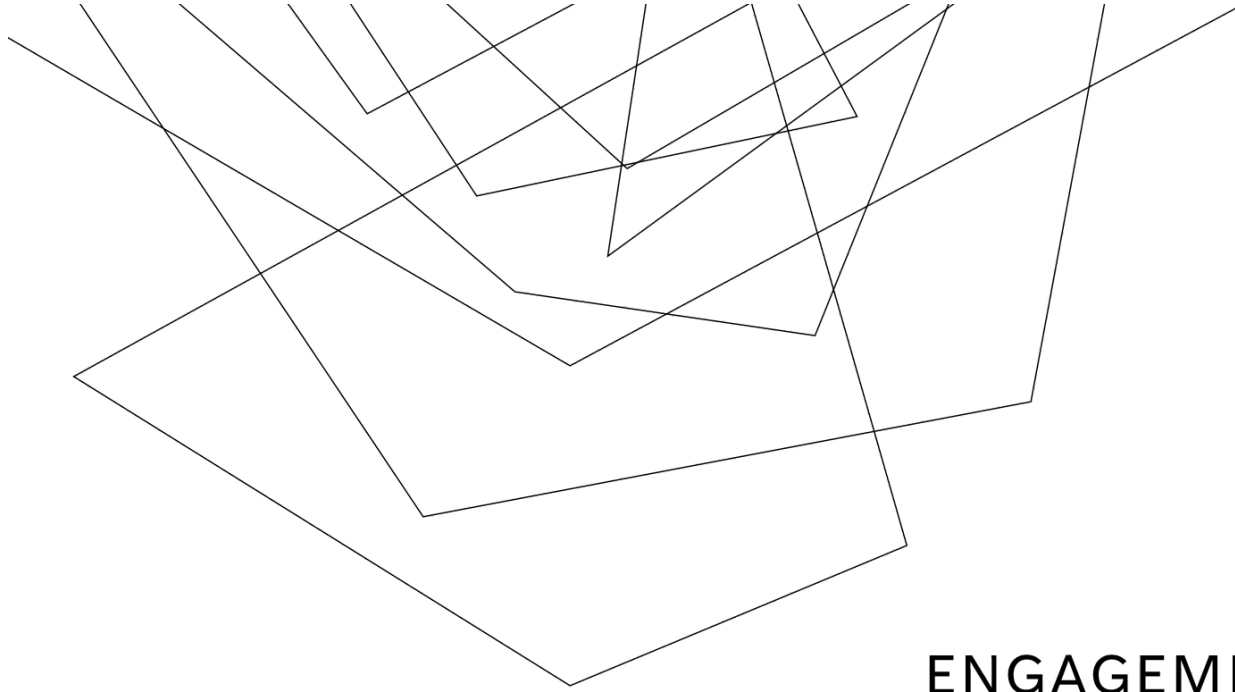
Engagement Context

Measure	Value / Trend
Independent study hours/week (2025)	11.6 hours (down from 13.6 h in 2024)
% working during term	68 % (2025); up from 56 % (2024)
Continuation rates: 2022 → 2024	91.1 % → 89.5 %
Engagement indicators vs pre-pandemic (Fit in 4/7)	At or above 2019 levels
First-year students rarely meeting advisors	≈33 %
Impact of engagement on success	2.5× academic wellness; 4.5× positive outlook
Active learning outcomes	Failure rates drop ~11%; scores increase 0.47 SD

Implications

- **Engagement is under pressure:** student work commitments are eating into study time, risking deeper learning and continuity.
- **Retention issues emerging:** a measurable dip in continuation suggests weaker engagement among vulnerable cohorts.
- **Recovery signs:** engagement scores are now matching or beating pre-pandemic levels, showing resilience.
- **Active strategies matter:** research clearly links active, behavioural engagement with better academic outcomes.
- **Analytic tools show promise:** tracking data-driven engagement can help identify at-risk students before they disengage.

Case Study 2024



ENGAGEMENT & AUTHENTIC ASSESSMENT

Dr Rula Al Abdulrazak & MK4003 Teaching Team T2 2023-24

Case Study 2025

- Attendance doubled from 30 to 60, and online engagement increased four times

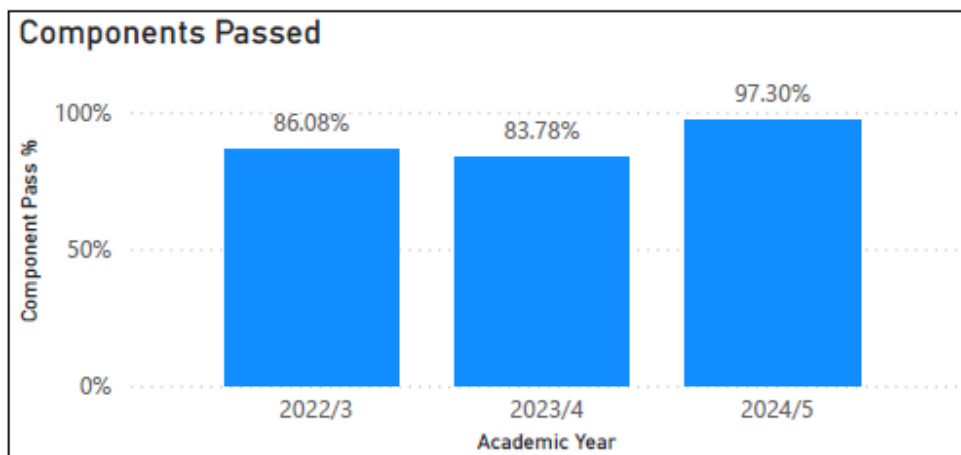


Chart shows the percentage of components with pass grades against all pass and fail grades - excluding non-submissions.

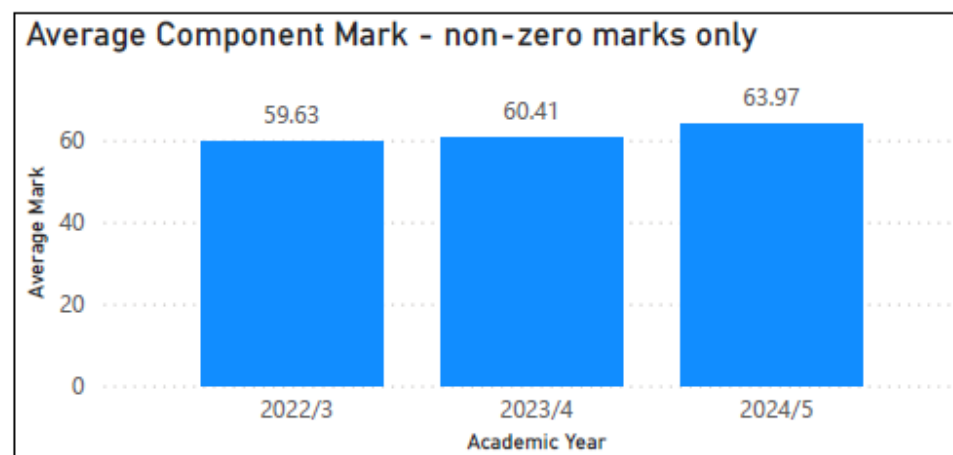


Chart shows the average mark for all components - excluding zero marks

Module Feedback

Theme	Summary	Example Quotes
Emotional Journey and End-of-Term Reflections	<p>Students experienced a range of emotions from pride, growth, and satisfaction to anxiety.</p> <p>Positive feelings were linked to overcoming challenges, engaging in group work, and personal development.</p>	<p>“I feel a mixture of pride, relaxation, and little concern as the term comes to an end.”</p>
Key Learning Takeaways	<p>Students commonly cited the STP model, 4Ps, emotional branding, and consumer behaviour as key learning.</p> <p>The emotional and psychological dimensions of marketing stood out as transformative.</p> <p>Many also highlighted emotional intelligence and public speaking as particularly impactful on both academic and personal levels.</p>	<p>“Maslow’s hierarchy helped me understand how brands connect to real human emotions like safety, love, and belonging.”</p>
Contribution to Career Ambitions	<p>The module helped students align marketing knowledge with ambitions such as becoming CEOs, HR professionals, or ethical brand strategists.</p> <p>Real-world application of models through case studies and presentations reinforced confidence and career clarity.</p>	<p>“This study taught me that a good CEO must understand how to reach target markets, position products properly, and inspire with a market-driven vision.”</p>

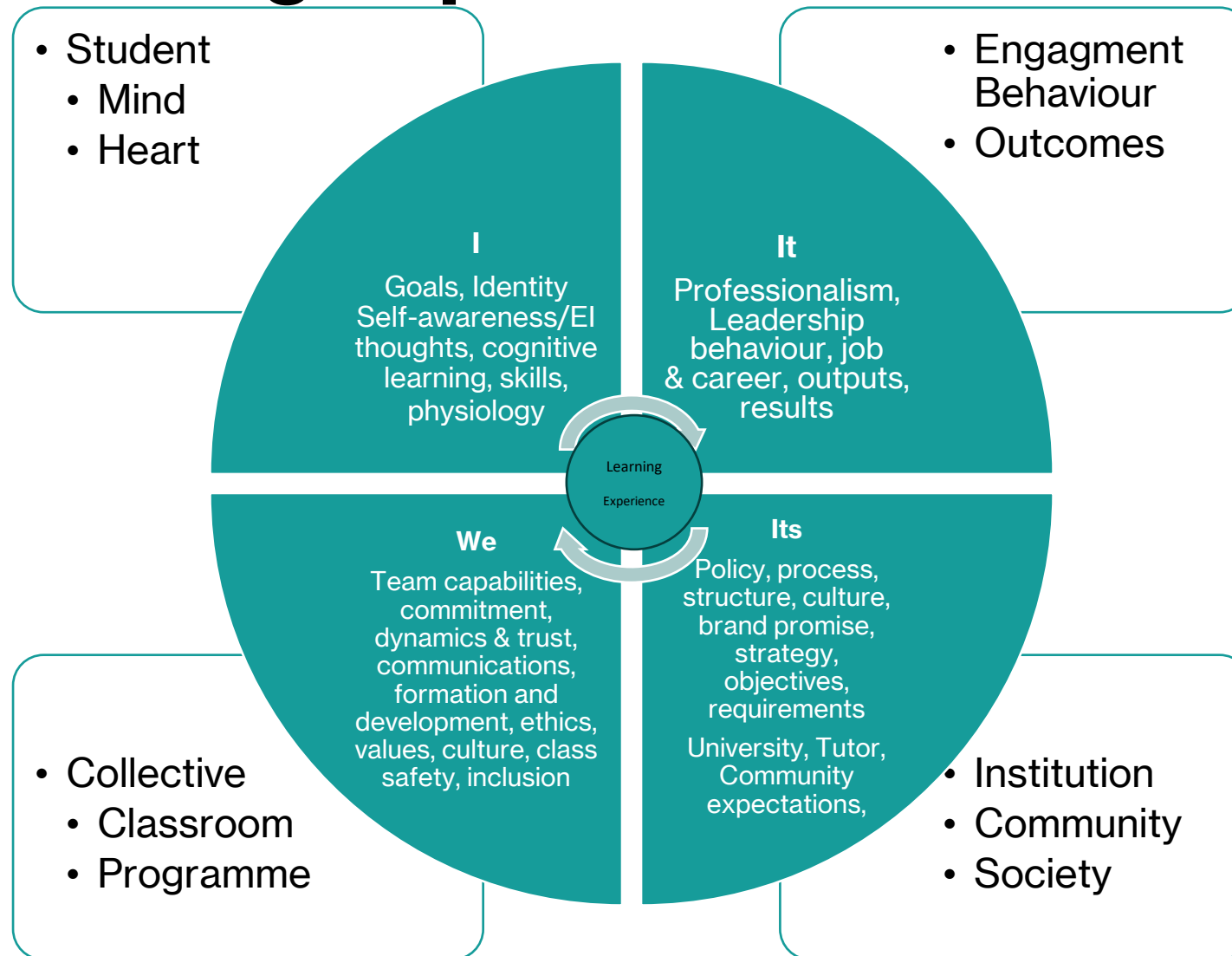
Module Feedback

Theme	Summary	Example Quotes
Innovative Learning and Assessment Activities	<p>Highly valued activities included group projects, real-time presentations, negotiation, debates, bespoke AI-assisted case study videos and quizzes, and brand audits. These methods were praised for fostering real-world readiness, confidence, creativity, and collaborative skills.</p> <p>Videos created by the lecturer were particularly appreciated by distance learners.</p>	<p>“One of my favourite activities was the seminar group task to sell non-alcoholic drinks globally—it was eye-opening and taught me about cultural sensitivity.”</p>
Preferred Modes of Learning Engagement	<p>A strong preference emerged for blended learning—combining in-person, group-based engagement with access to flexible, asynchronous content.</p> <p>Students appreciated discussions, workshops, and practical tasks.</p> <p>Some preferred independent study for reflection and focus, especially mature or neurodiverse learners.</p>	<p>“I enjoy a collaborative classroom environment but also benefit from online content to revise and study independently.”</p>

So what?

- Work on the **whole student-self**
 - Stimulate a mind shift
 - Learning requires effective reflection
 - Increase accessibility
 - Equitable opportunities through a focus on the individual
 - Inclusive learning experience and teaching materials
 - Stimulate motivations and provide relatable role models
 - Provide the needed skills
 - Celebrate efforts with empowering and effective feedback
 - Reward learning
 - Keep it social
 - Culturally attentive Safe space
 - It should be fun

Integral Learning Experience



Now what?

- Course level
- Module level
 - Reflection
 - Gamification
 - Bespoke teaching materials and activities

AI in Teaching

What is your current experience with AI in teaching?



Part A – Should I use AI in this module?

- **Diagnostic Tool**

AI use suitability guide:

- What are your learning objectives?
- What is the nature of the learning experience/assessment?
- Are there academic integrity considerations?
- Does it require deep engagement or creative output?
- Are your students digitally ready?
- Think-Pair-Share

Part B – How AI can help?

Practical AI Use Cases

AI-assisted Learning Materials

- Help with the final document design of bespoke case studies written by you
 - Transform bespoke case studies into videos using e.g. Invedio.ai, with a tutor uploading models and editing
 - Both materials are used in class activities and online quizzes
 - Help generate case study ideas
 - Help generate exercise ideas
-
- But ... Review, Check, and Review
 - Be wary of AI Hallucination - AI is a LLM not a thinking model; it guesses the next word, sentence

Mastering Product Strategy with Dr Rula: Samsung Galaxy Fold Case Study - New Product Development



Lego Brand: rise, fall &

Create a 3 minutes video for YouTube about Branding and Positioning
"Create a visually dynamic case study video on how LEGO revived its brand through innovation, storytelling, and partnerships. The video should start with LEGO's decline in the early 2000s, showing financial struggles and competition. Then, highlight how LEGO embraced digital transformation, launched The LEGO Movie, and expanded through strategic brand collaborations. Use engaging

846/32000

Copy Prompt



Welcome to an inspiring case study on how

Prompt

- Create a 3 minutes video for YouTube about Branding and Positioning
- "Create a visually dynamic case study video on how LEGO revived its brand through innovation, storytelling, and partnerships. The video should start with LEGO's decline in the early 2000s, showing financial struggles and competition. Then, highlight how LEGO embraced digital transformation, launched The LEGO Movie, and expanded through strategic brand collaborations. Use engaging storytelling, high-energy visuals, and real-world data to showcase how LEGO became a global brand powerhouse again. The tone should be inspiring, educational, and market-relevant, appealing to business professionals and marketers."
- Settings:
- Use only stock media
- Add clean subtitles with no outline
- The language should be Arabic
- Use B & M as watermark text
- Use a female voice for the Narrator

Cracking the Code- Marketing Environment



Turn ideas into videos | AI video

ai.invideo.io/workspace/9644e3f3-5245-4b09-ad67-332f23769592/v30-copilot

invideo AI

Upgrade

RU

v3.0

Give me a topic, premise and detailed instructions in any language

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Generate a video

Create short video

Make explainer video

Create animated film

Use my script

Workflows

Plugins

invideo AI can make mistakes. Check important info.

<https://ai.invideo.io/workspace/9644e3f3-5245-4b09-ad67-332f23769592/v30-copilot>

Accessibility

- [Tesla's](https://www.youtube.com/@Dr.rula.M.al-abdulrazak) Secret Marketing Mastery Revealed!
- <https://www.youtube.com/@Dr.rula.M.al-abdulrazak>

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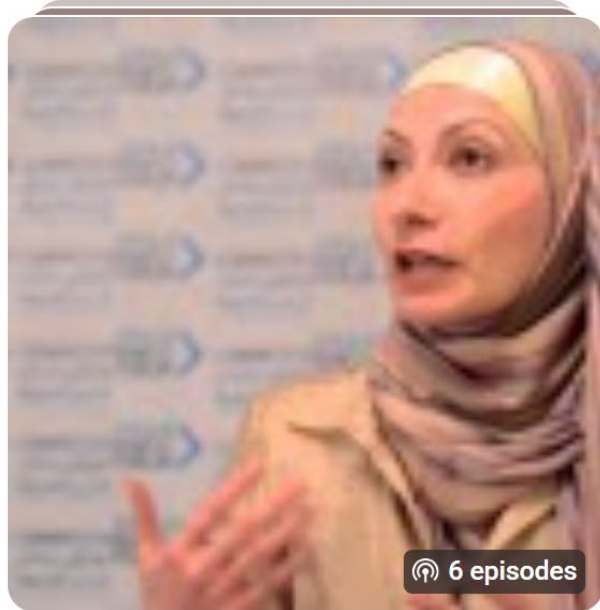
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<https://www.youtube.com/watch?v=dDG3llbBKt8&list=PLaNsqtToi6KzLZ-0XcwHZMYH33boFrPsV8&pp=gAQB>

Example Outputs

With AI

Portfolio Assessment – In-class Seminar Activity 5

Output: Presentation & Slides

Activity 5: AI in Marketing Communications

You are part of the marketing team for a new e-commerce company specialising in sustainable fashion. The company has a limited budget but wants to expand its customer base, improve customer engagement, and increase sales while maintaining its ethical values. The CEO was advised that integrating AI into the company's consumer insight and marketing communications strategy can reduce costs and increase effectiveness.

Task

In your group, consider the following:

1. Identify two or three potential AI-driven solutions that could address the company's objectives (e.g., chatbots, personalised email campaigns, predictive analytics, AI-driven social media content).
2. For each solution, evaluate:
 - o How it would work and contribute to the company's goals.
 - o The potential benefits of using this solution.
 - o The challenges or risks associated with implementing it, including ethical considerations.

Output

Prepare a 5-minute presentation outlining:

- The solutions you considered.
- The benefits and challenges of each solution.
- Your group's recommended approach and why you chose it.

Use your creativity and critical thinking to propose actionable ideas that balance innovation, practicality, and the company's values efficiently.

No AI

Activity 6: Customer Service & Negotiation Strategy ©

Objective: You will engage in a strategic negotiation exercise to develop critical thinking, problem-solving, and communication skills while considering customer service excellence, pricing strategy, and brand positioning.

Scenario: You are part of a business negotiation between an ice-cream company and a major festival organisation. Two perspectives are involved:

Team A: Ice-Cream Business Owners

Customer services thrive on customer experience.

You and your team have been running an ice cream business with a fleet of vans that operate during the summer festivals and events. You have a regular customer, a mega music festival organisation that you have been working with for the last 5 years and your contract with them contributes 30% of your annual profit. This contract is now in jeopardy due to a new festival manager questioning your pricing. You have a premium pricing strategy based on an outstanding customer experience that leaves the end users delighted and amazed. This is evident in users' testimonies. See below:

" Oh, Wow.. It was a taste of wonder. Not just delicious but leaves you guessing 😊😊 . The service is superb regardless of how busy it is and the atmosphere the team creates is unbelievable..."

What would you do? Think about your options. The market is tough these days and very competitive. It's just ice cream after all. So, if you want to keep the contract, what would you do?

Consider the client's manager's expectations and perceived value, and your value proposition, pricing strategy and positioning. Develop a clear strategy to tackle the situation. Develop your leverage and negotiation strategy. And meet the manager to win her over for another long-term or short-term contract.

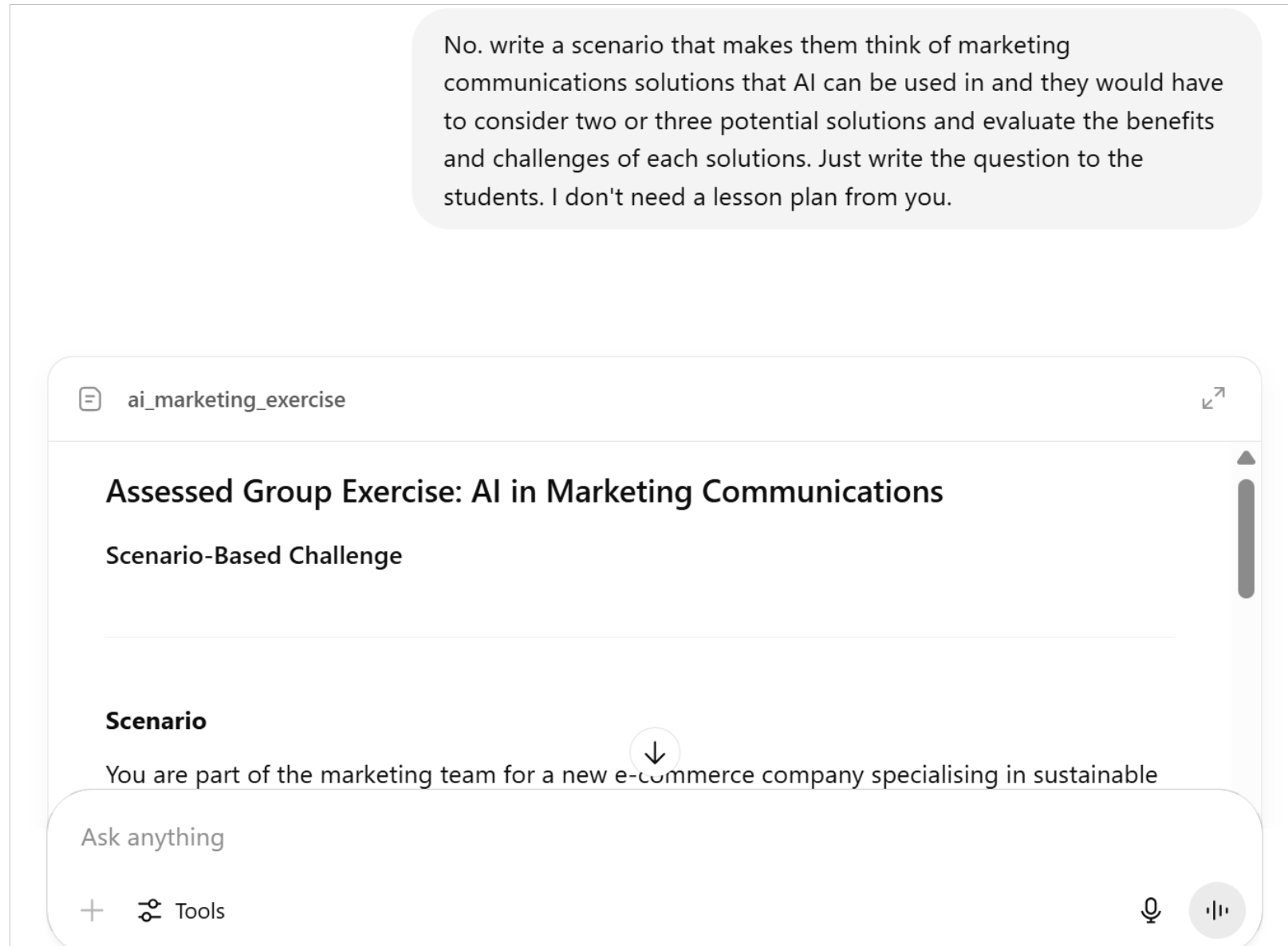
Chat GPT 0.4

- Prompt 1

Write an undergraduate assessed activity where they work as a group, the topic should cover marketing communication and AI. So they learn about AI uses in marketing communications and critically assess its usefulness and risks.

- Prompt 2

No. write a scenario that makes them think of marketing communications solutions that AI can be used in and they would have to consider two or three potential solutions and evaluate the benefits and challenges of each solutions. Just write the question to the students. I don't need a lesson plan from you.



AI-assisted Evaluation of Module Outcomes

- AI-assisted feedback e.g. Grammarly, Turnitin Feedback
- Summarise feedback
- Evaluate results
- Generate themes
- Help interpret the data
- Identify challenges
- Generate ideas

AI-Thinking Collaborator

- Creative ideas to prepare teasers
- Stimulate creative solutions
- Personalised coaching
- Peer feedback
- Subject-specific feedback
- Help students progress their understanding
- Develop personalised exercises
- Enable scaling bespoke materials and learning gamification
- Challenges your thinking as you instruct it
- Help accessing a wide range of research materials and summarise with caution

Simply, it plays the role you assign to it.

Practice Prompts (10 minutes)

- Check the guide
- Consider the following:
 - *What's your biggest student engagement challenge?*
 - *How could AI address this specifically?*
 - *What would success look like?*
- Select an example of an engaging solution and try its prompt in Chat GPT or Claude, or compare the results of both
- Then Think-Pair-Share

Reflections on the implementation challenges

- *"What would happen if we designed assessments that required AI collaboration?"*
- *"How do we balance AI assistance with authentic learning?"*

Scenario Examples:

- "A student submits work that's clearly AI-generated but claims it's original"
- "Students become over-reliant on AI for basic thinking tasks"
- "AI tools produce biased or inaccurate information in student research"
- "Privacy concerns with student data in AI platforms"

Discuss:

- What's the issue? What would you do? How can you prevent this?
- Prepare one key insight to share

It's a different era

- **Industry 5.0**
 - Human-centric
 - Sustainability and resilience
 - Well-being and social impact
 - Economic growth

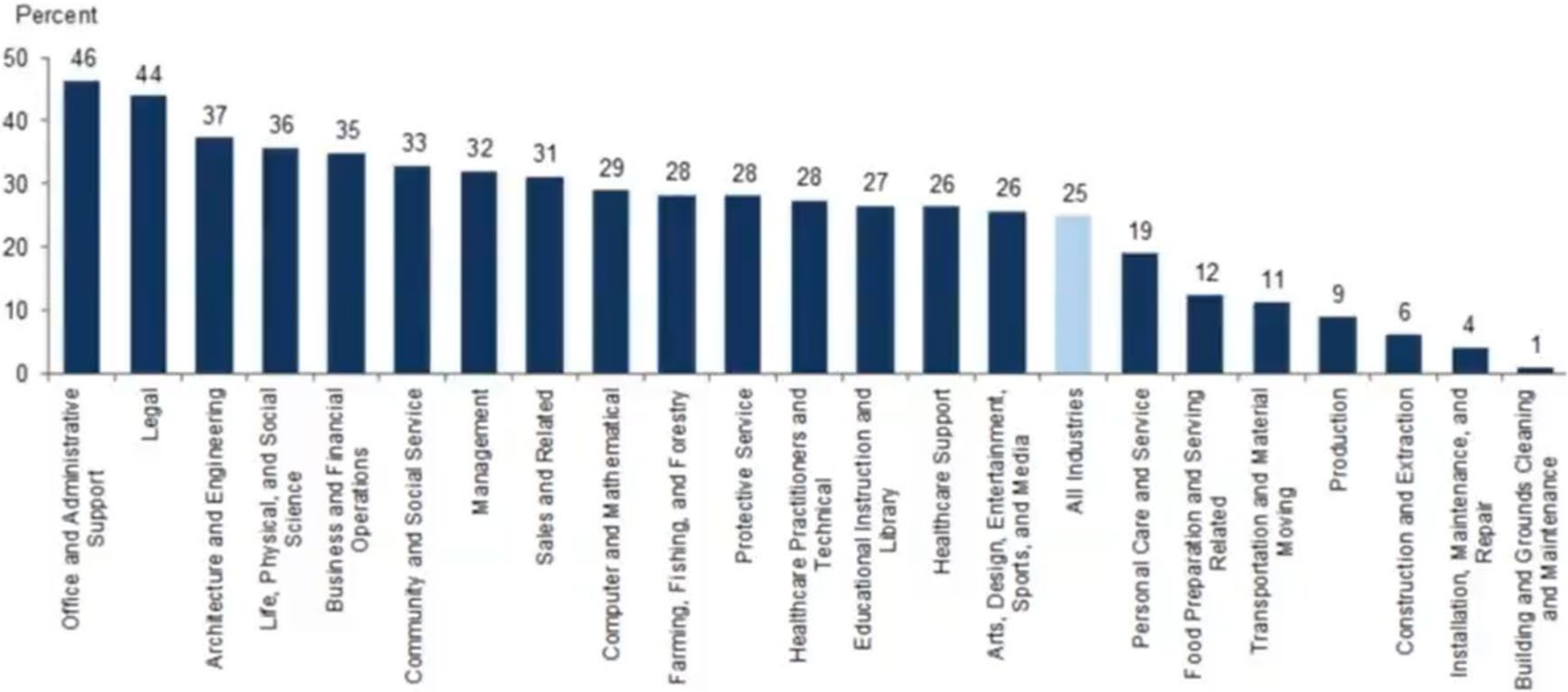
All of which is built on the integration of advanced tech like **AI**, IoT, big data analytics, and robotics.

Changing Landscape

- The impact of generative AI on the landscape.
- Main points.
- Generative AI will impact more than 50% of tasks for more than 50% of jobs.
- Knowledge workers will be impacted more than other groups.
- Major productivity gains are expected in customer operations, software and IT, and sales and marketing.
- Despite automation from generative AI, STEM jobs are still expected to grow substantially.
- And finally, developed economies which have a higher proportion of knowledge workers, are more likely to be impacted than developing economies.

GenAI will disrupt nearly every occupation

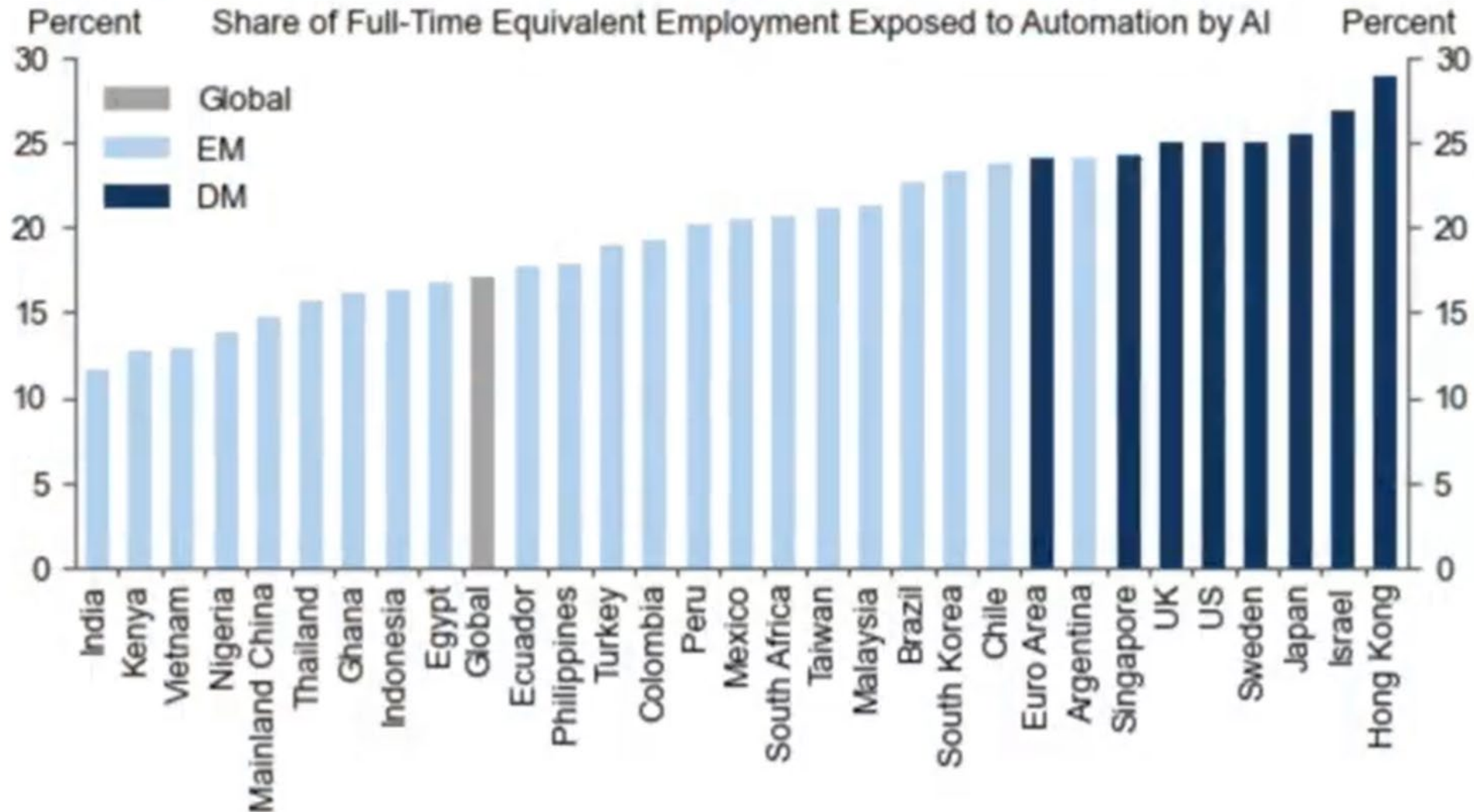
Share of industry employment to automation by AI: US



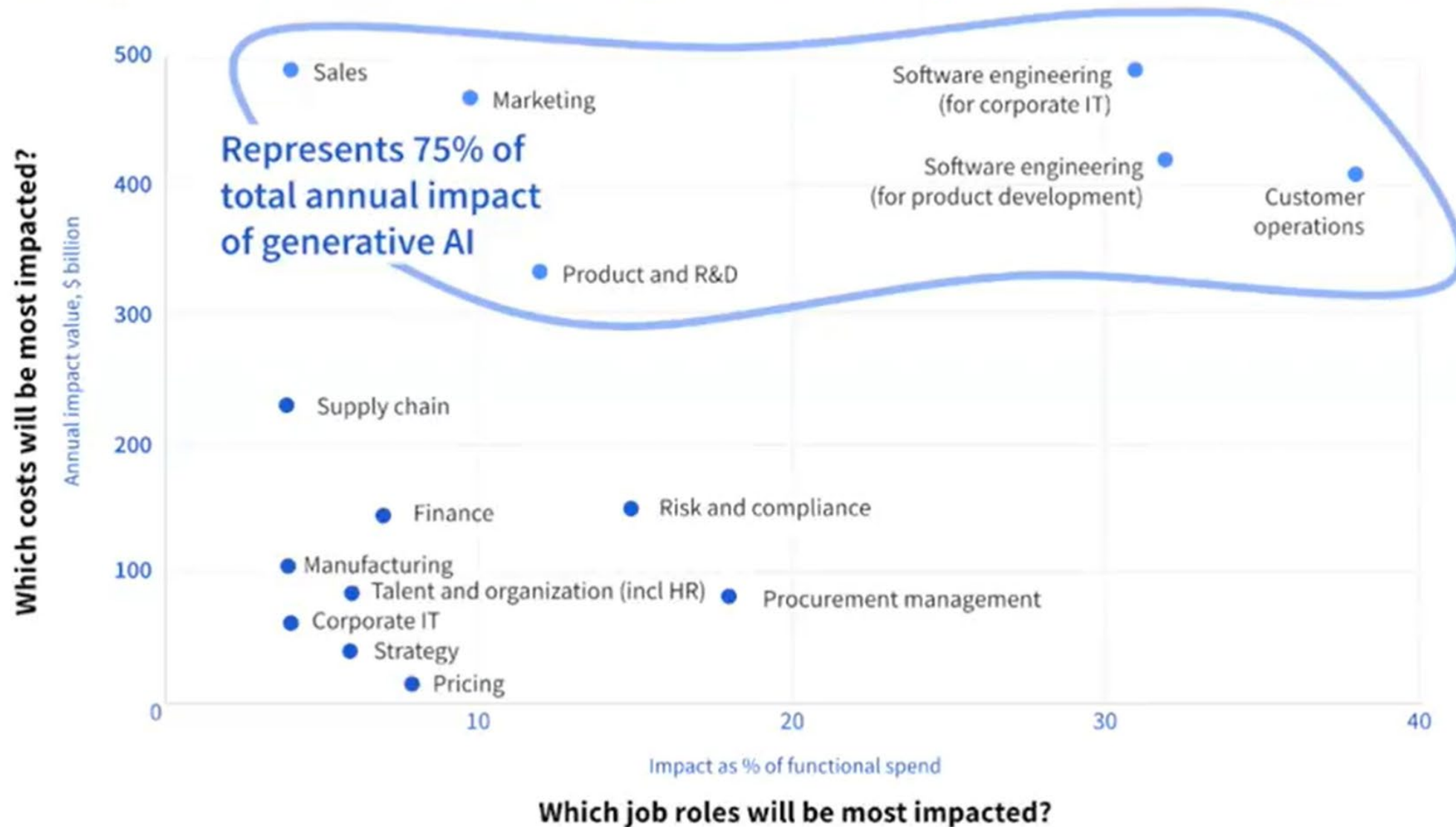
Source: Goldman Sachs Global Investment Research

GenAI will disrupt developed markets more than emerging

Exhibit 6: Globally, 18% of Work Could be Automated by AI, with Larger Effects in DMs than EMs

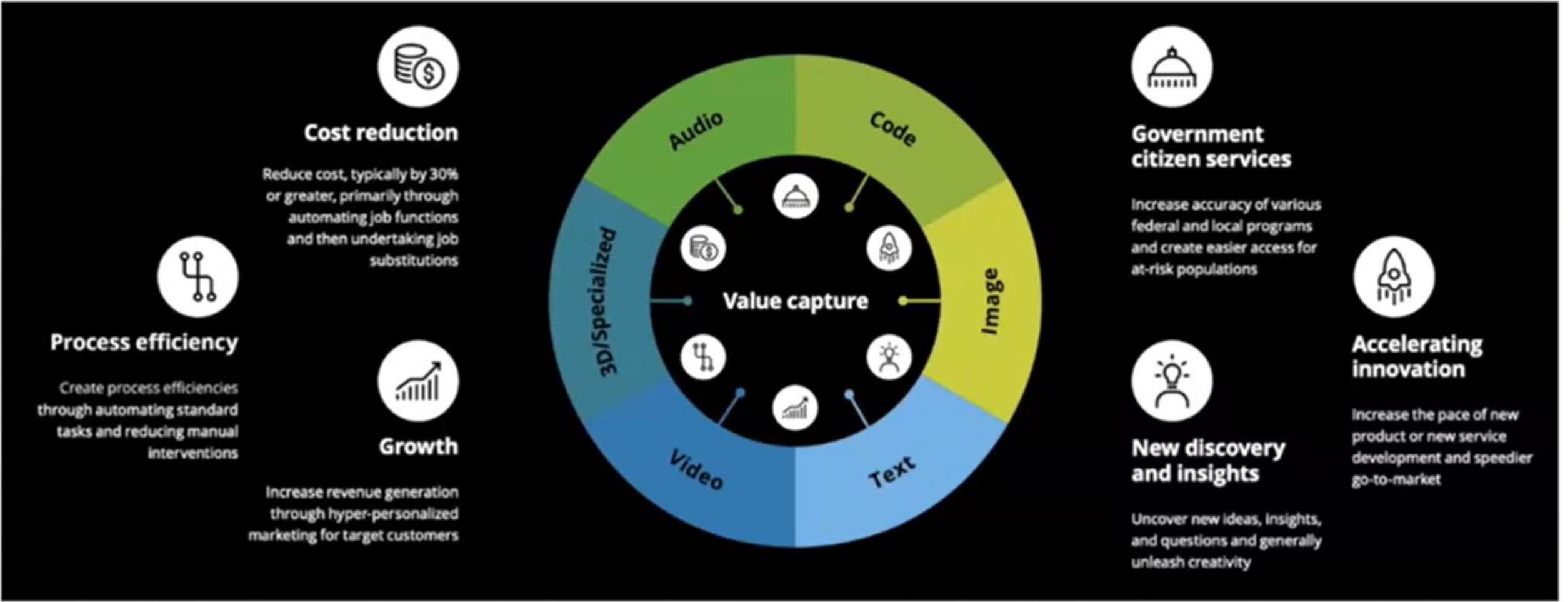


CFOs will want to unlock the \$4.4 trillion productivity gains from AI



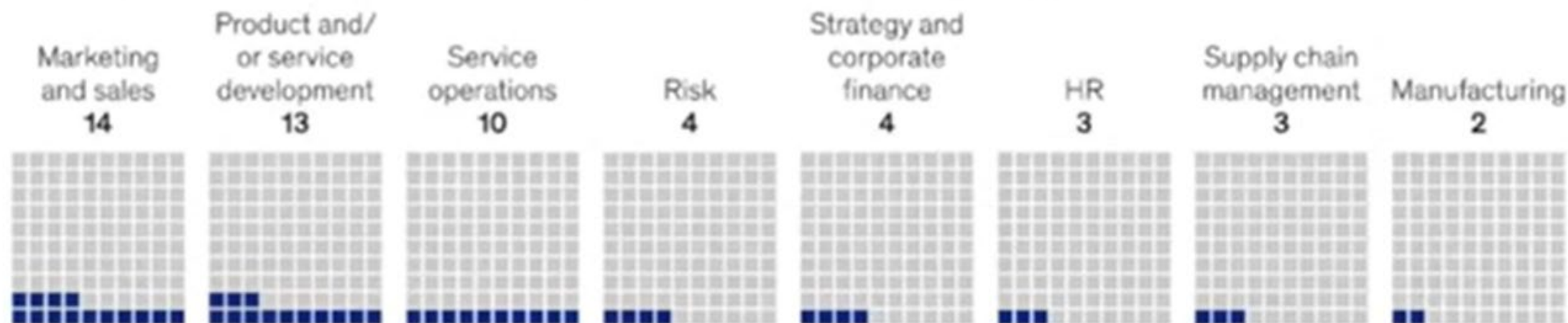
GenAI use cases are effectively unbounded

Use cases can give rise to broad categories of value for businesses and society



Usage of GenAI by function – April 2023

Reporting regular use of generative AI tools, % of respondents



Most regularly reported generative AI use cases within function, % of respondents

Marketing and sales

Crafting first drafts of text documents



Product and/or service development

Identifying trends in customer needs



Service operations

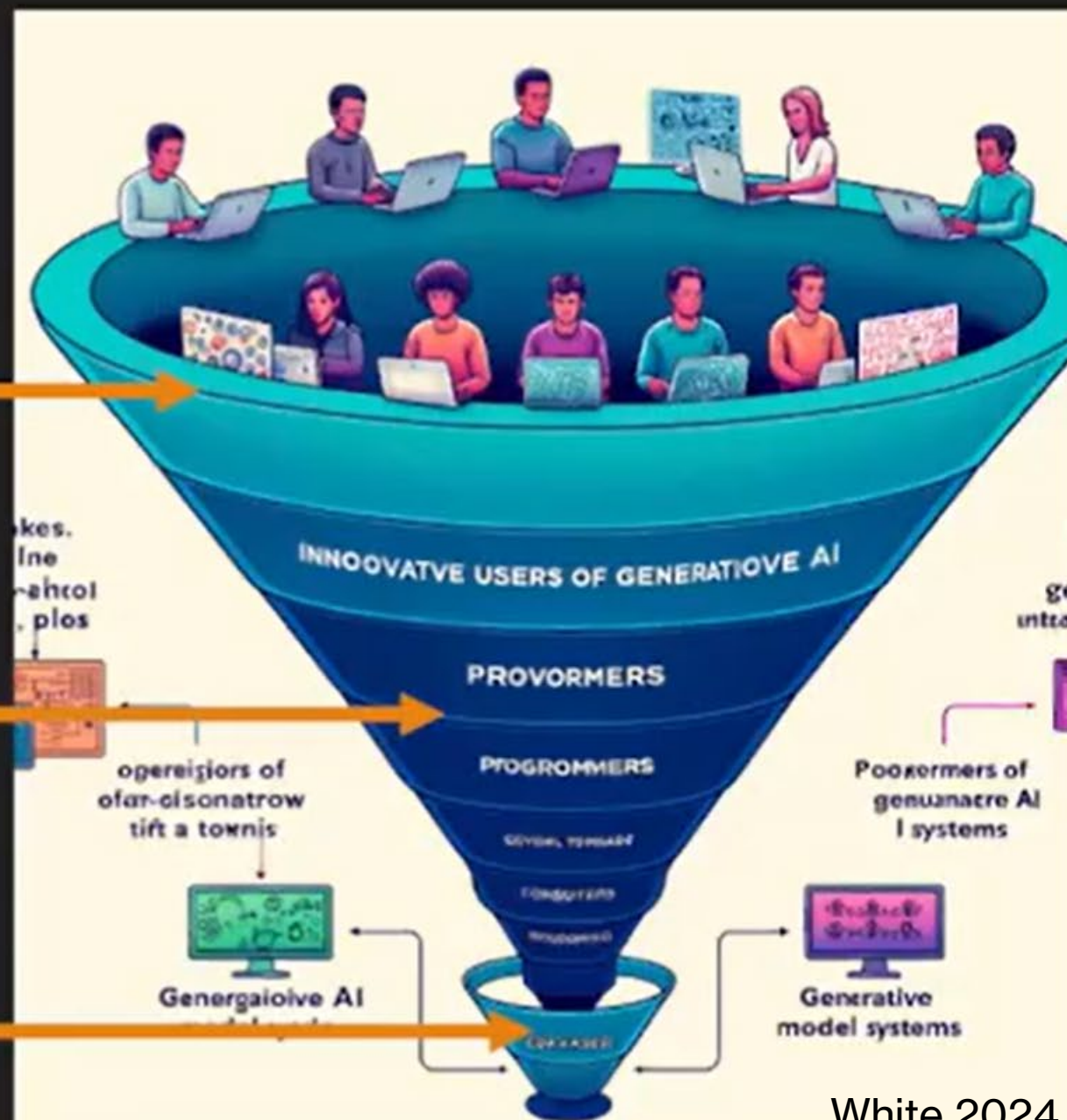
Use of chatbots (eg, for customer service)



Innovative Users of Generative AI

Programmers of Generative AI Systems

Generative AI Model Trainers



Reflections on impact

- *"What **assumptions** are we making about our students' **readiness** for AI?"*
- *"How might our resistance to AI be affecting student engagement?"*

Think-Share

School level – quick low-cost initiatives

AI Skill Mapping

- * Map existing courses and modules to identify opportunities for integrating AI-related skills and knowledge without creating new courses.

Faculty Skill Sharing

- * Identify faculty members with AI expertise and facilitate knowledge-sharing sessions for other faculty members.

AI Sandbox Initiative

- * Create a virtual "AI Sandbox" using free or low-cost cloud computing resources where students can experiment with AI tools and datasets.

Case Study Competition

- * Organise a case study competition focused on applying AI to solve real-world business and legal challenges.

Alumni Mentorship Program

- * Connect current students with alumni working in AI-related fields for mentorship and career guidance.

Personal Commitment

Action Plan:

- Identify one student engagement goal where you will use Gen AI
- Which Gen AI tool will you use in the next month?
- Share contact information for continued collaboration

Augmented Intelligence

"The future of student engagement isn't about replacing human connection with AI - it's about using AI to amplify our humanity in education."

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<https://www.youtube.com/@Dr.rula.M.al-abdulrazak>

How do you feel about Gen AI use in teaching?



What is your main takeaway?

