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PITCHED AND DEFENDED - REDESIGNING ASSESSMENT IN THE AGE OF ARTIFICIAL INTELLIGENCE

Abstract:

The rapid integration of artificial intelligence (AI) in higher education has created both challenges and opportunities, prompting a need to rethink traditional approaches to assessment. This presentation explores the redesign of assessment methods in the undergraduate course Marketing Communications, with a focus on fostering genuine skill development rather than over-reliance on AI tools.

The redesigned assessment strategy includes a diverse set of components: multiple-choice tests, analytical case assignments, reports, and video submissions. Students also participate in oral defenses and develop an elevator pitch in place of a traditional slide-based presentation. Emphasis is placed on strengthening students' ability to justify and defend their approaches, enhancing soft skills, and engaging with marketing communication in a dynamic, practice-oriented manner.

Findings from a student survey conducted at the end of the course are presented, demonstrating how this approach supports active participation, deepens conceptual understanding, and promotes independent thinking in a learning environment increasingly influenced by AI. The study contributes to the ongoing discussion of how assessment design can evolve to ensure meaningful learning outcomes in the age of intelligent technologies.

Keywords:

Artificial Intelligence, Higher Education, Flexible learning