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DEVELOPMENT OF A GAMIFIED ELECTRONIC LEARNING RESOURCE FOR CHILDREN: "MARKETING IN FOLK TALES AND FICTION"

Abstract:

The main idea is to check and analyze how gamification in education can affect our lives and how to use it based on our experience and the development of MP "Gamification". of the Faculty of Economics of the Sofia University "St. Cl. Ohridski" in cooperation with Technomegicland. Different methods (such as Yu Kai Chou's Octalisys), strategies and tools that are available will be explored. The aim is to review how the introduction of gamification into education will affect motivation and how it is already doing so. This will be done by providing facts, definitions, data, personal opinion and conclusions. The results of the research will cover students where attempts are made to gamify learning. Secondly, results will be achieved by using examples from folk tales and fiction in marketing, which will multiply the possibility of applying a gamified element.

Similar applications have not been made in Bulgaria, there is a lack of a model and methodology for defining training needs, suitable for gamification or integration with other didactic training formats. There is a lack of clearly defined indicators for evaluating the effectiveness of gamified training. In Bulgaria, there is no prototype of a gamified platform, nor an established forum on the subject of the gamification of education.

In this sense, the project has the potential for innovation and knowledge transfer to the field of education and teachers by attracting a wider range of stakeholders who can contribute to the creation, development, upgrading and testing of the gamified learning platform, as part from the education system at school and in extracurricular forms. Along with this, it is of interest to identify the main incentives and barriers to introducing gamification as a philosophy, approach and toolkit.

Keywords:

marketing, gamification, fairy tales

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