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## **EXPLORING GAMIFIED ELECTRONIC PLATFORMS FOR MARKETING EDUCATION THROUGH FOLK TALES AND FICTIONS: INSIGHTS FROM A PROTOTYPICAL INTERACTIVE LEARNING RESOURCE**

### **Abstract:**

This research article presents the findings obtained from the application of a custom-designed interactive electronic learning resource (platform) for marketing education through Folk Tales and Fiction, involving 60 participants in the study. The development of the resource draws upon accumulated expertise and knowledge gained from employing various gamification methods (following the model of Yu Kai Chou's Octalysis) in the practice of the master's program "Gamification in Business, Governmental and Non-Governmental Sector" at FEBA, Sofia University St. Kliment Ohridski, and the Interactive Center for Science and Technology TechnoMagicLand - Sofia, Bulgaria. The researchers' methodology was presented to the scientific community at the IISES International Academic Conference in London, United Kingdom (5 - 7 June, 2023). The study gathers facts, definitions, data, and participants' personal opinions, culminating in conclusions regarding the possibilities and limitations of implementing gamified elements in marketing education through electronic platforms. Observations and notes are provided on the characteristics of various gamified platform elements, employing different types of tools and content. Moreover, this publication offers recommendations for creators, educators, and researchers and explores the potential for innovation and knowledge transfer in the education domain. Practical advice for teachers is presented, forming the basis for broader discussions on the application of gamified electronic platforms in both classroom education and extracurricular activities. The article identifies key incentives and barriers to introducing gamification as a philosophy, approach, and toolkit for marketing education.

### **Keywords:**

Interactive electronic learning resource  
Marketing Education  
Folk Tales and Fiction  
Gamification methods  
Yu Kai Chou's Octalysis model  
Gamification in Business, Governmental and Non-Governmental Sectors  
TechnoMagicLand - Sofia, Bulgaria  
Electronic platforms in marketing education  
Incentives and Barriers to gamification  
Innovation and knowledge transfer in Education

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