The Effectiveness Of Experience Based Learning On Teaching International Marketing

Tina Melinda
Universitas Ciputra
UC Town, Citraland
Surabaya- INDONESIA
Phone +62317451699
Fax: +.2317451698
E-mail: tina.melinda@ciputra.ac.id
The Effectiveness Of Experience Based Learning On Teaching International Marketing

Extended Abstract

The era of globalization that occurred in 2015, Indonesia will enter a new era called the AEC (ASEAN Economic Community) which will begin on January 1, 2016. The AEC (ASEAN Economic Community is formed in order to maintain security in the ASEAN region and maintaining political stability and improve the competitiveness of the region as a whole in the world market, reduce poverty and improve living standards. MEA will give a huge impact to its members, especially to encourage economic growth.

The rapid development of technology has made many changes in the teaching and learning process, it is because students can directly access to knowledge via the Internet. Changes in economic and technological environment must be addressed positively by educators in how to adjust teaching and learning methods appropriate to change because it uses the traditional way of teaching and felt less effective.

Currently an educator is required to be able to use the learning model (http://learnpsikologi.com) is a systematic procedure to manage the learning experience to achieve the learning objectives include the approach, strategy or learning methods that suit their needs.

Learning Based Experiential (Kolb, 1984) is the process whereby knowledge is created through the transformation of experience. Knowledge results from the combination of Grasping and transforming experience."