

## Chapter 29

# A Proposed Model of an Intelligent Software Agent for Marketing Education (ISAME)

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### ABSTRACT

*The purpose of this article is to illustrate the advantages of intelligent software agent technologies in order to facilitate the location and customization of appropriate marketing education resources, as well as to foster collaboration between individuals within digital environments. In order to do this, this article discusses how such intelligent and interactive software can translate into a better educational environment for marketing curriculum, particularly e-marketing courses. The authors present a conceptual model for managing marketing training and education using intelligent software agent, based on extant literature. So, this article presents some initial test of the proposed model of ISAME usage in marketing education in e-marketing class.*

### 1. INTRODUCTION

Over the past couple of decades, the field of marketing education has adopted new technology advancements, and innovations. These advancements continue to create opportunities for establishing competitive advantage for marketing students (Dixit, Dass, Pendleton et al., 2015). This has been influenced by the possibility of interactivity, collaboration, and connectivity. With the changes being experienced in all sectors of the economy, it is also implemented in the field of marketing education. It has helped in the evolution of the traditional methods of learning in a new e-learning based approaches (Saveri and Chwierut). With the expansion of the knowledge-based economy and the popularity of the Internet, we are now exposed to the store of information, knowledge and learning that transforms classroom teaching. This focuses on the current role of the teacher within the classroom that has remained static for a long period. With the access to the Internet and other networks to schools all over the world has increased the evolution of e-learning and has now been categorized as E-learning. Accessibility of multimedia

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technologies and the internet has played a significant role in solving the problem of increasing the effectiveness of learning in the marketing education of the current workforce (Jafari, 2016).

The use of software has also increased the evolution and process of learning in marketing educational facilities and progresses, e-learning in all marketing education. With the limitation of non-adaptive systems, it has led to the implementation of open, intelligent systems that are used concurrently with web technology. This is vital in e-learning technology implemented all around the world (Arif and Hussain, 2016). This paper focuses on the various software agents and support systems and the various components that make up the E-learning system and how we use it in marketing education.

### **1.1. Problem Statement**

There is a clear consensus among marketing teachers that they should seek to provide students with an educational experience that prepares them for successful careers. (Ardley & Taylor, 2010; Walker et al., 2009; Wellman, 2010). Learning agents and support systems play a vital in improving the tutoring outcomes as they are designed to assist learners of marketing in the learning process. Some of these systems are used in traditional learning techniques while others are used in higher educational scopes that permit marketing students to carry out various researches as they embark on e-learning. Some of the existing learning support systems also exist at an organizational level and integrated into the current organizational setting (Rubaiyet, 2013). Such learning support systems enable organizations to connect existing shareholders and sharing vital information like trade associations and relative publications, improve the training of sales personnel, and improving organizational processes by making them more efficient. However, most existing learning support systems work with few functions, which do not assist in the development of e-learning environment that groups and students need to carry out their learning objectives in the marketing educating field.

### **1.2. Research Objectives**

In this paper, the researcher introduce Intelligent Software Agent to the marketing education literature (ISAME), and conceptually present how it can be useful in providing marketing education and learning. According to the extant literature, we develop a framework for ISAME software applications and adoption to support marketing education and discuss how It would be useful to promote experiential learning in the classroom of marketing education.

### **1.3. Research Questions**

In this paper, the researcher address three research questions, It is as follows:

1. What are the Intelligent Software Agents, and what are the recent developments in the area?
2. What opportunities and challenges are associated with Intelligent Software Agents for marketing education?
3. Which of their marketing Software agents may enhance students 'learning experience in a marketing curriculum?

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