

EXPERIMENTAL APPLICATION OF PEDAGOGICAL INNOVATIONS IN LABORATORY EXERCISES ON MMIS. OBSERVATIONS AND ANALYSIS OF THE RESULTS

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***Abstract.** The present article examines methods and tools for innovative pedagogy applied experimentally during the laboratory exercises in the discipline Marketing and Marketing Information Systems with students from the BIT major, second year of FMI at PU “P. Hilendarski” during the 2023/24 school year. Emphasis is placed on some of the main results – increased engagement and attention, better understanding of the subject and the acquisition of additional knowledge and skills by the students. A comparative analysis of the course assignments with those of previous years is made.*

Key words: Innovative pedagogy, innovative teaching methods.

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