

APPLICATION OF MOTIVATIONAL DESIGN IN THE EDUCATION OF COMPUTER SCIENCE STUDENTS

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Abstract. *This article presents findings regarding the planning and design of an educational strategy aimed at increasing motivation and activity in the learning process among computer science students. The main steps in developing a motivational course design are presented. Keller's model for developing a motivational design is examined in detail. This model was applied in designing the educational strategy for teaching computer science students in the course "Marketing and Marketing Information Systems". The training results have been analyzed.*

Key words: Motivational Design, Learning Models, Educational Strategies

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