

Online Teaching Methods and Student Satisfaction during a Pandemic

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Abstract : With the outbreak of the global pandemic of COVID-19, online education characterizes today's higher education. For some higher education institutions (HEIs), the shift from classroom education to online solutions was swift and smooth, and students are continuously asked about their experience regarding online education. Therefore, there is a growing emphasis on student satisfaction with online education, a field that had emerged previously, but has become the center of higher education and research interest today. The aim of the current paper is to give a brief overview of the tools used in the online education of marketing-related classes at the examined university and to investigate student satisfaction with the applied teaching methodologies with the tool of a questionnaire. Results show that students are most satisfied with their teachers' competences and preparedness, while they are least satisfied with online class quality, where it seems that further steps are needed to be taken.

Keywords : netnography, online teaching, pandemic, satisfaction

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