Learning Journal for Marketing Ethics. What is a Learning Journal? The purpose of a learning journal is to enhance your learning through the process of writing and thinking about your learning experiences. Your learning journal is personal to you and therefore needs to reflect your personality and experiences. Why use a learning journal: ● To provide a ‘live picture’ of your growing understanding of the subject ● To demonstrate how your learning is developing ● To keep a record of your thoughts and ideas through your experiences of learning this subject ● To help to identify your strengths, weaknesses and preferences in learning ● To reflect a useful self-development skill The point of a learning journal is that it helps you to be reflective about your learning, this means that your learning journal should not be a purely descriptive account of what you did etc. but an opportunity to communicate your thinking process: how and why you did what you did, what challenged you, what was interesting or frustrating, for instance, and what you now think about what you did/thought/learned. What is reflective learning? Reflective learning is an active process that involves thinking through issues yourself, asking questions of your own understanding and seeking out relevant information to aid your understanding. It works best when you think about what you are doing before, during and after your learning experience. Reflective learning is therefore not only about recognising something new (new knowledge) but also about seeing reality in a new way, (new understanding). Why a learning Journal for Marketing Ethics? The nature of the subject and the theories in this subject require that you reflect on your own values, decision making and thought processes and to some extent the contexts that you make these in. This is a challenging process as it requires you to ask questions of yourself that you may have never done and, at times, it can be uncomfortable. Reflection is an important skill to develop as it helps in all good decision making, and is especially relevant when we are facing situations that challenge our values. Reflection requires you to think about how you personally are relating to what is happening, and not just take knowledge, situations or decisions presented to you at face value. The benefits of developing your skills in reflective learning Reflective learners are more likely to develop a deeper understanding of their subject and to achieve higher grades as a result. Reflective learners tend to: Be motivated, know what they are trying to achieve and why Be pro-active in extending their understanding of new topics and subjects Use their existing knowledge to help them to develop their understanding of new ideas Understand new concepts by relating them to their previous experiences Understand that additional research and reading widely will improve their understanding Develop their learning and thinking by building on the critical evaluation of their previous learning experiences Be self-aware, able to identify, explain and address their own strengths and weaknesses. What can you get from writing a reflective learning journal? For your studies, writing a reflective learning journal helps you: ▪ bring together theory and practice, ▪ yield better understanding of the course material ▪ think how this may be applied or be relevant in a work context For your development as a successful and independent learner, it helps you: ▪ See your strength and weakness as a learner ▪ Find out the methods of learning which suit your own learning style ▪ Notice how you can improve your learning in the future ▪ Gain a clearer picture of your learning progress and so in a better position to plan your learning (The above reflects, and is with thanks to: @reflective Learning Journal (Teacher Guide) and also Study skills advice sheet – University of Worcester, revised 2016).