THEORETICAL AND PRACTICAL ASPECTS OF GAMIFICATION
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We live in the Digital Age in which the global higher education industry faces new challenges. One of them is closely related to digitalization. It is indispensable for higher education institutions to increase student satisfaction by offering courses that arise and maintain students' interest and provide them with practical experience. Therefore, they need constant innovation. Gamification, which is one of the most important trends in digital educational innovation today, can help them to achieve this goal. This is especially true in the case of the members of the Generation Z. They are the True Digital Natives. They are born into the Digital Age and they are native speakers of the "digital language". For them, learning is easier with using digital devices [1]. It is widely seen that gamification have a positive effect on learning outcomes in Gen Z [2].

Besides reviewing the relevant Hungarian and international literature, in this paper I present how gamification can be used in marketing courses in higher education through the case of a brand simulation software called SimBrand. In order to assess the students' perceptions on gamification, I have conducted an online survey among students already participated in the simulation game. The students really prefer non-traditional (i.e. online, gamification-based) learning over traditional learning and consider the online training (gamification) to be significantly better than a traditional marketing course. With the help of gamification students' performance can be increased making good use of the high technological orientation of Z generation and their "positive" addiction to games. The high score (4.25) of customer loyalty index (CLI) among SimBrand users indicates that they are not only satisfied but "loyal" to this simulation software and gamification in general. On a five-point scale their satisfaction (S) was 4.25, re-purchase intention (RPI), i.e. intention to participate in the game again was 4.14, whereas recommendation intention (REC) was 4.35, so CLI was found to be 4.25, which is a quite high overall score. The customer loyalty index [3] can be calculated using this formula: $CLI = (2xS + RPI + REC)/4$.

Based on the empirical findings the following conclusion can be made. Using gamification in marketing education is highly recommended despite its limitations since this new approach makes the courses more practice-orientated. Moreover, it has been proved that Gen Z students prefer gamification over traditional methods and consider it to be very practical. Gamification works very effectively whenever we want students to practice online collaboration, team decisions, decision support analyses and to make them understand how marketing mix elements are interrelated in practice.

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