

## **Professor Ian M Marshall**

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Professor Marshall is Pro-Vice Chancellor (Research) at Coventry University. Previously he was Head of School of Computing & Advanced Technologies at the University of Abertay Dundee between 1997 and 2004. In 1997 he started the world's first Masters degree in Computer Games Technology and followed this up in 1998 with the first full undergraduate degree in Computer Games Technology. In 1999 he established the International Centre for Computer Games Technology at the University of Abertay Dundee. In total he has obtained over £3 million to support research in 10 years. Prof Marshall's applied research interests are focussed around the use of games in education and training and in development effort estimation for multimedia and other interactive courseware.