Faculty Show and Tell

~ Abhi Biswas
The Pareto principle

80% of a company's profits come from 20% of its customers
80% of a company's complaints come from 20% of its customers
80% of a company's profits come from 20% of the time its staff spend
80% of a company's sales come from 20% of its products
80% of a company's sales are made by 20% of its sales staff

80% of your time and effort will be spent on 20% of your students
80% of elearning support will be required by 20% of your students
80% of missed deadlines will be due to 20% of your students
80% of student-hour absences will be due to 20% of your students

80% of my course needs can be served by 20% of elearning tools
Tell me and I'll forget, show me and I may remember, involve me and I'll understand.”

~ Chinese Proverb

Presentation Agenda

- ‘The 4 Silos of a Course’
- ‘Lessons Learnt’
- ‘Hurdles’
- ‘Small Pains, Big Gains’
- ‘Low Hanging Fruits’
A. Introduction
- Instructor video/teaser
- Welcome to course
- Syllabus
- Group Formation

B. Course Structure
- Syllabus
- Modules
- Lectures
- Self-Quizzes
- Midterm/Final exam
- Announcements
- Calendar

C. Engagement/Interaction
- Student Lounge
- Discussion Boards
- Private Discussion Boards
- Questions for Prof
- Course Messages
- Bonus Content/Material

D. Evaluation/Feedback
- Rubrics
- Grade Structure
- Monitoring Discussion
- Deliverables
- Peer Evaluation
- Assignments
- ‘My Grades’
A. Introduction

Instructor video/teaser
- What is this course about
- What will they learn
- Some interesting facts

Welcome to course
- Welcome announcement
- Self-intro posts

Syllabus
- As detailed as possible (dates, times, etc)
- Links to resources

Group Formation
- Self selection or pre-set
- Randomize after GPS finalized

C. Engagement/Interaction
- Student Lounge
- Discussion Board
- Private discussion
- Questions for
- Course Messages
- Bonus content/materia

D. Evaluation
- Grades
- Monitoring
- Development
- Peer Assessment
- Assignment
- ‘M’
Course Homepage

Welcome to MKT 6332.011: Advertising and Promotional Strategy!
Instructor: Abhi Biswas
Term: Summer 2014

Introductory Video

Syllabus: Summer 2014
Syllabus Quiz
Please complete by June 1. Multiple attempts are allowed. You must score 100% in order to proceed to Module 1!

Group Signup Sheet
Please sign up for a group by Jane 7. At this time the Groups are NOT in order. Group presentation order and topics will be RANDOMLY assigned during the 2nd week.
Welcome Announcement

Welcome to our Summer Advertising & Promotions Course
 Posted on: Saturday, May 24, 2014 2:29:49 AM CDT

Hello Everyone,

...welcome to our online 'Advertising & Promotions' course.

Once again, I notice from the class roster that many of you are familiar names (and yes, even familiar faces). Some of you have been in one of my earlier courses - hello and welcome to each and everyone of you!

As many of you may have discovered already, to keep this course well organized, we have different sections on the course homepage. Different subsections have been created on the discussion board to ensure that appropriate responses are posted in the corresponding sections.

First and foremost, I would advise EVERYONE to please go through the ENTIRE course syllabus (very carefully!) and always use it for your primary reference for answers to clarification questions regarding the course structure, tests, exams, case presentations, discussion topics, grading, etc. Then make sure to complete the 'syllabus quiz' (and get 100%) by June 1. This will reduce a large number of repetitious and redundant questions that are all addressed in the syllabus.

I help facilitate this we have a required 'syllabus quiz' to help you review the syllabus carefully before you begin this course.

As you may have seen, there is a section called "self-introduction" on the 'discussion board'. We think it's a good idea for all of you to get acquainted (as members of this virtual community) with each other and the best way to do this in an online course is for each of you to write a brief introduction about yourself (e.g., previous background, job, married with 2 kids, single and content, Dancing With The Stars junkie, Vino aficionado, Potterhead, etc., etc.). For your convenience, apart from the syllabus, you also have access to a calendar that has been filled in to reflect the course work that you are expected to undertake for each of the class sessions on a weekly basis. Since, the entries on the calendar are brief and sketchy, you should refer to the course syllabus from time to time for more detailed explanation.

The FIRST order of business for you is to sign-up for a group on the Group sign-up page. Everyone should do this by June 7. After that I will assign those who have not signed up with a group to one of the smaller groups - at random. After the groups have been set up, I will then RANDOMLY assign the group presentation TOPICS and DATES for the semester... they are in no particular order at this time.

I am always here to help and guide you if you have any questions. However, please do keep in mind that I have about 100 students (2 courses) that I am teaching this Summer semester, so always allow 1-2 days for responses to individual emails, since I do get many of them every day.

As you will soon see, this course is structured very carefully to allow flexibility of an online course while still moving all the students somewhat synchronously and in-step through the course.

Remember that EACH lesson module has to be completed within the designated week (allowing you a lot of time) - then complete the self quiz and MAKE SURE you get AT LEAST 9 out of 10. You can re-take the quiz as many times as needed after reviewing the material. Once you pass the self quiz (with 9 out of 10), the following "Mondays" the next lesson module will be accessible to you... and so on. The objective is to keep all the students moving along at a somewhat synchronized weekly pace, since the material each week builds upon the previous week's content.

We hope that this course will be an enlightening and mutually productive learning experience for all of us.

As always... 'Good Luck' and 'Good Learning',

Abhi Biswas
Teaching Using eLearning

Forum: Self Introduction

Organize Forum Threads on this page and apply settings to several or all threads. Threads are listed in a tabular format. The Threads can be sorted by clicking the column title or the caret at the top of each column. More Help.

Self Intro Forum
Teaching Using eLearning

Group Enrollments

Faculty Show ‘n’ Tell ~ July 31, 2014 ~ Abhi Biswas
B. Course Structure

- Syllabus
- Modules
- Lectures
- Self-Quizzes
- Midterm/Final Exam
- Announcements

C. Engagement

- Private Discussions
- Course Notes
- Quiz Questions
- Personalized Support

Announcements

- Calendar
- Online or proctored exams
- For credit, for extra credit or for self-review
- 10-15 questions

Self-Quizzes

- For credit, quizzes, bonus content, etc.

Lectures

- Contain lectures, quizzes, bonus content, etc.

Midterm/Final Exam

- Online or proctored
Course Overview

Required Textbooks and Materials

Required Texts

Textbooks and some other bookstore materials can be ordered online through Off-Campus Books or the LITD Bookstore. They are also available in stock at both bookstores.

Overview of How This Course is Structured

- There are a total of 13 Lecture Modules – each followed by a Self Test Module quiz.
- Each Lecture Module with its corresponding quiz should be completed within a weeklong window Mon-Sun (see course calendar). There are 2 weeks during which 2 modules will be completed.
- Access to each Lecture Module can be gained only after timely completion of the previous Module and self-quiz.
- Each student will be provided 1 manual extension (for a missed module quiz) during the Course/semester- in fairness to other students, any student needing additional manual extensions will be penalized 1 pt for each extension.
- A bonus 1 pt (regularity bonus) will be added for every student who completes all 13 lecture modules and corresponding quizzes in a timely manner.
- There will be an online midterm test and a proctored (paper and pencil) final exam.
- Course also requires a group research topic presentation and a group case analysis report.
- Class discussion (required) in all group research topic presentations.

Technical Requirements

In addition to a confident level of computer and Internet literacy, certain minimum technical requirement must be met to enable a successful learning experience. Please review the important technical requirements on the Getting Started with eLearning webpage.
C. Engagement/Interaction

Student Lounge
Discussion Boards
Private Discussion Boards

For all groups

‘Questions for Prof’

Most valuable communication tool

Course Messages
Bonus Content/Material

For extra credit or no credit
Discussion Board 

Forums are made up of individual discussion threads that can be organized around a particular subject. Create Forums to organize discussions. More Help

Discussion Board:

- Self Introduction
- Questions for Self Introduction and other class to read
- Main
- Student Lounge

Required Class Topic Discussion: Open Mar 6 to Mar 13

Forum is no longer active. Available only until Wednesday, March 19, 2014 at 11:59:59 PM CDT.

Please read the attached article - "The Brand Called You" (a very well known and often debated article) thoroughly and discuss with the class making relevant and insightful comments, critiques, observations, etc. Tom Peters is a very well known author - you may want to read a bit about him (google) if interested.

Keep in mind that this is a required component of the course and will be graded (see syllabus). If needed also read the syllabus for discussion guidelines.

This is a very significant, well known and interesting article and should provide ample food for thought and intriguing discussion points especially from the perspective of "personal branding".

For example:

- TheBrandCalledYou.pdf

Group 1 Case PPT Presentation
- Group 2 Case PPT Presentation
- Group 3 Case PPT Presentation
- Group 4 Case PPT Presentation
- Group 5 Case PPT
D. Evaluation/Feedback

Rubrics and Feedback
For all assignments, deliverables

Grade Structure
Monitoring Discussion Boards
At least twice a week

Peer Evaluation
Create an assignment link

Assignments
Create an assignment link

‘My Grades’
**Student name:** Stu Dent

**Marketing Plan Grading Rubric**

- Executive Summary/Table of contents: 04/05
- Overall Situation Analysis: 18/20
  - Demand Analysis
  - Environmental Climate
  - Competitive Analysis
- SWOT Analysis: 13/15
- Use of Financials & Data Analysis: 10/10
- Conclusions/Recommendations/Plan of Action, etc.: 18/20
- Use of graphics, charts, analytical formats: 9/10

Overall report structure, readability, clarity, thoroughness, additional insights, references: 16/20

**TOTAL:** 88/100
**Student name : Stu Dent**

**Comments/suggestions**

Overall the marketing plan was very well developed and carefully written using all the relevant components.

Situation analysis, SWOT analysis and competitive analysis were well explained and thoroughly done- however Ansoff’s Matrix could have also been used.

Financials and the various tables and charts used, all conveyed meaningful interpretations of the plan.

Data visualization excellent.

Overall structure was adequate, however recommendations were not as clearly presented(should have been backed by breakeven analysis) as the rest of the marketing plan.
Quizzes and online exams
Discussion Boards
TEACHING USING ELEARNING

Assignment Submission Page

- Group Topic Presentation
  - Available item is no longer available. It was last available on Jul 20, 2014 11:59 PM.
  - Please submit a copy of the group presentation here by the due date of the each group presentation as scheduled in the syllabus. Also please be sure to post your presentation for class discussion under the designated topic area on the Discussion board.

- Group Written Assignment
  - Attached Files: MKT 6332 Go assignment.doc (27 KB)
  - Please see the attached assignment sheet for details. The answers to the questions are to be submitted in the form of a 15-20 slides PPT presentation (no additional written report is needed).

- Peer Evaluation
  - Attached Files: Peer evaluation form.doc (23 KB)
  - Each student please complete and submit the Peer Evaluation Form by the due date.
### Peer Evaluation Form for Group Case Presentation & Assignments

**Strictly Confidential**

The purpose of this evaluation is to fairly assess the contribution of each member to the group effort, both towards the presentation as well as towards the assignment. Each member will rate the relative contribution of all members in his/her group on a 10 pt scale. The average of these ratings will determine each student’s “peer evaluation score”. For instance, if you rate your own contribution 8, & the other members rate you 6, 7, 5 & 9, then your score will be 7.0.

*If a member receives an average peer eval score of less than 7.0 that member will receive only PARTIAL credit for all group work*

It is hoped that each member will be honest, impartial & objective in his/her evaluations.

The professor reserves the right to correct &/or discard evaluations that are questionable.

This form should be used for a combined peer evaluation for BOTH the Group case presentation as well as the Group written assignment.

Please use the scale shown below:

| Max. contribution | No contribution at all
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<th>Enter name of each group member</th>
<th>Rate members on scale of 1 to 10</th>
<th>Provide comments or justification for ratings (optional)</th>
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*Please fill in this form & submit online by Friday, Apr 26 or in class on Apr 23.*
Vital Lessons Learnt

**Vital Lessons Learnt** *(The ‘Big Seven’)*

1. *Structure* is key
2. Solid syllabus is an absolute must
3. Deliverables and evaluation should be explicit and clear
4. Must sprinkle magic dust of ‘interaction and engagement’
5. Own the course – delegate with caution!
6. Timely, regular ‘communication and feedback’
7. Timely, regular ‘feedback and communication’
‘Hurdles....not obstacles’

Challenges

1. Keeping students on track- week to week
2. Handling missed deadlines
3. ‘Extracting’ discussion and activity
4. Dealing with ‘passives and passengers’
5. Repetition, redundancy, again and again…and again…
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‘Small Pains, Big Gains’

Benefits/Rewards

1. Flexibility
2. Easier Housekeeping
3. Time savings
4. Student ENGAGEMENT
5. Accountability
6. T.A.s like me
‘Low Hanging Fruit’

My Course Checklist (not so ‘secret sauce’)

✓ 1. Monitor course site at least once a day
✓ 2. Post comments/announcements at least once in 3 days
✓ 3. Answer ALL questions within 48 hrs
✓ 4. Post an article/link/video once a week
✓ 5. Provide grades & feedback within 2 days of submission deadlines (exams, assignments, presentations, peer evals, etc)
Future Possibilities?
Questions?