

Creating an Online Course **That Captures a Student's Attention**

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Interesting Facts

Nearly 12 million post-secondary students in the United States take some or all of their classes online right now. But this number will skyrocket to more than 22 million in the next five years.

Already some 1.25 million students in higher education programs take all of their classes online, while another 10.65 take some of their classes online. The two groups are still outnumbered by students who take all of their courses in physical classrooms, which Ambient Insight reckoned at 15.14 million as of 2009.

This situation will change drastically by 2014, at which time, Adkins forecast, only 5.14 million students will take all of their courses in a physical classroom, while 3.55 million will take all of their classes online, and 18.65 million will take some of their classes online (Nagel, 2009).

Enriching and Enhancing Courses

How do you add elements to an online course that are...?

- ★ **Adaptable to other courses**
- ★ **Ready to go and don't have to be maintained**
- ★ **Free of Charge**
- ★ **Easy to incorporate/add**



Practical Strategies

Why re-invent the wheel?

- ★ What resources are available via your local organizations
- ★ Guest speaker information – HP Case Study
- ★ Publications – Kellogg's Case Study
- ★ Maintain a release form in the school's library granting permission to use



Case Study: Hewlett-Packard

What's in Your Toolkit?

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i n v e n t

MBA652: Marketing Strategy Questions

Case Study: Kellogg's

Virtual_Shopping_Case_Study_Kellogg's_Packaging_copyright_2009_opt.pdf - Adobe Acrobat Pro

File Edit View Document Comments Forms Tools Advanced Window Help

Create Combine Collaborate Secure Sign Forms Multimedia Comment

1 / 4 114%


Kellogg's Goes Virtual To Test Real Life Packaging

CPG companies spend millions on advertising, PR, websites, and many other marketing levers – and these investments are critical. But, research consistently demonstrates that MOST of the purchase decision is made **at the shelf**. Given that, it could be argued that a product's **packaging** is the most important marketing vehicle in the mix!

A package has to break through the clutter on the shelf, communicate the product's key messaging, and above all else persuade shoppers to buy. Ultimately, sales determine success.




As more companies continue to invest in packaging as a key marketing lever, there is also more research applied to identifying the best packaging/packaging treatments. But, Kellogg Company was finding that most research techniques were focusing on the wrong measures.

"Packaging is not simply important, but crucial," said Brian Seel, associate manager of market research for Kellogg Company. "With three or four potential new packages, you need a way to truly understand how each is working, or not working, in the context of the entire product. The goal is ultimately to get to a better package tomorrow than what you have today. It isn't just about getting a



Kellogg's




Web Cams/Videos

-  **Guest speaker on a topic that goes beyond the textbook**
-  **Presenting relevant information from topical books**
-  **Professor lectures on difficult concepts**



Using Podcasts/Videos

Make some that are cross functional

-  Hello at the beginning of the semester
-  Student Advice:
"How to be Successful in This Course"
-  Goodbye at the end of the semester

Major project

Feedback on assignments – about every two weeks

Student reactions



Using Interactvity

- 🖱️ **Use some that are cross functional**

 - 🖱️ [SWOT Analysis](#)

- 🖱️ **Others are specific to course topic that week**

 - 🖱️ [InfoUSA Training Demo](#)



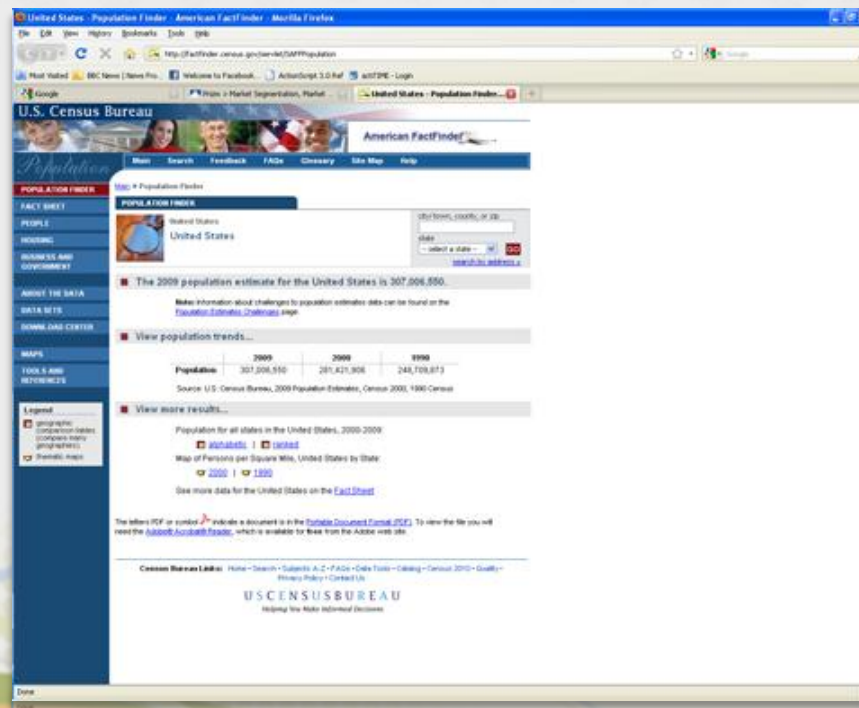
Using Internet Sites



<http://www.claritas.com/MyBestSegments/Default.jsp>



US Census



<http://factfinder.census.gov/servlet/SAFFPopulation>



Vals Survey

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The VALS™ Survey

Having trouble with the survey? Check out the [Survey Help/VALS™ FAQ](#) page.


☐ Yes ☐ No Have you taken this survey before?

1. I am often interested in theories.
☐ Mostly disagree ☐ Somewhat disagree ☐ Somewhat agree ☐ Mostly agree
2. I like outrageous people and things.
☐ Mostly disagree ☐ Somewhat disagree ☐ Somewhat agree ☐ Mostly agree
3. I like a lot of variety in my life.
☐ Mostly disagree ☐ Somewhat disagree ☐ Somewhat agree ☐ Mostly agree
4. I love to make things I can use every day.
☐ Mostly disagree ☐ Somewhat disagree ☐ Somewhat agree ☐ Mostly agree
5. I follow the latest trends and fashions.
☐ Mostly disagree ☐ Somewhat disagree ☐ Somewhat agree ☐ Mostly agree
6. Just as the Bible says, the world literally was created in six days.
☐ Mostly disagree ☐ Somewhat disagree ☐ Somewhat agree ☐ Mostly agree
7. I like being in charge of a group.
☐ Mostly disagree ☐ Somewhat disagree ☐ Somewhat agree ☐ Mostly agree
8. I like to learn about art, culture, and history.
☐ Mostly disagree ☐ Somewhat disagree ☐ Somewhat agree ☐ Mostly agree
9. I often crave excitement.
☐ Mostly disagree ☐ Somewhat disagree ☐ Somewhat agree ☐ Mostly agree

<http://www.strategicbusinessinsights.com/vals/surveynew.shtml>



Current News




- ❏ Subscribe to news feeds 
- ❏ Subscribe to industry specific publications
- ❏ Search the Web
- ❏ Research Blogs : Marketing Research Blog
- ❏ Make the most of : Focus Groups
- ❏ Web Newspapers : Wall Street Journal



Implementation Timeline

Activity	12 Week semester											
Week	1	2	3	4	5	6	7	8	9	10	11	12
PowerPoint Presentations	X	X	X	X	X	X	X	X	X	-	X	X
Textbook Video Cases	X		X									
Podcast - Professor Welcome	X											
Podcast - Student "Course Tips"	X											
Podcast - Assignment Instructions		X	X	X								
Podcast - Weekly Feedback		X		X		X		X		X		
Podcast - Goodbye												X
Commercials		X			X						X	
Articles	X			X								
Handouts				X	X							
Website							X	X				
Real-Life Case Study						X						
Interactive Assignment (SWOT)							X					
Webcast										X		
Major Project is Due										X		
Major Project is Due										X		
Webcast										X		
Interactive Assignment (SWOT)							X					
Real-Life Case Study						X						
Website							X	X				
Handouts				X	X							

Planning

-  **Big items – add one a semester**
-  **Smaller items – add one or two each semester**
-  **Test in your online course first before having adjuncts use**



References

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Questions?

