Aug 2nd, 1:30 PM - 2:00 PM

Building a Master Core Course: A Faculty Team Approach to Blended Course Design

Lisa Abendroth
University of St. Thomas, lisaa@stthomas.edu

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BUILDING A MASTER CORE COURSE
A Faculty Team Approach to Blended Course Design

Lisa Abendroth, Ph.D.
Associate Professor of Marketing
Course BACKGROUND

- **Core** MBA marketing course (8 sections/year)
- Reducing size from 3 to 1.5 credits
- **Different faculty** rotate through teaching course, including adjuncts
- Old course taught with little to no standardization beyond textbook selection
- Course taught in traditional & blended formats
Redesign Project GOALS

- Greater content consistency across sections
- Optimize classroom time with lectures online
- Teaching faculty can focus on delivery / learning
- Project faculty gain experience developing online course modules / materials
- Project faculty can promote their electives
- Elective faculty can expect core knowledge and hold students accountable
- Students can access core videos within electives
Phase 1: Planning

- **Department Subcommittee**
  - Six faculty who teach MBA core and/or electives

- **Activities**
  - Reviewed core syllabi from 8 other schools + our faculty
### TOPICS in other core courses

Sorted by frequency of occurrence

<table>
<thead>
<tr>
<th>TOPICS</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E1</th>
<th>E2</th>
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</table>
Phase 1: Planning

- Department Subcommittee
  - Six faculty who teach MBA core and/or electives

- Activities
  - Reviewed core syllabi from 8 other schools + our faculty
  - Agreed on focus: Marketing framework
Marketing Framework

Situation Analysis

- Company
- Competitors
- Customers
- Collaborators
- Context

Strategy

- Segmentation
- Targeting
- Positioning
- Branding

Marketing Mix

- Product or Service
- Price
- Place / Distribution
- Promotion / Communication

Marketing Research

Opus College of Business
Phase 1: Planning

- **Department Subcommittee**
  - Six faculty who teach MBA core and/or electives

- **Activities**
  - Reviewed core syllabi from 8 other schools + our faculty
  - Agreed on focus: Marketing framework
  - Prepared “Common Elements” document
    - Common Objectives
    - Similar Materials: Same textbook but different cases
    - Minimum Common Activities
      - Marketing math modules (MBTN/online), Simulation, Class Participation
    - Topics Covered
  - Shared with rest of department for feedback
Customers

Topics

- Importance of being customer-focused instead of product-focused
- Buyer behavior (segmentation comes later)
  - Decision making process
  - Purchase funnel
  - Differences B2B vs. B2C
    - Consumer behavior often irrational, e.g. perception > reality

For Reference (from core strategy course)

- Porter’s 5 Forces re: customers
  - Buyer Power
Phase 2: Development

- Identified faculty for each topic, primarily those who teach related elective
  - 7 faculty participated in total
  - Received $1000 per module developed
Phase 2: Development

- Project DELIVERABLES per Topic Module
  - PowerPoint Slides
  - Video Lecture (10-20 minutes)
    - Script for video (for ADA compliance)
  - Progress Check (i.e. online quiz)
    - Include answers and explanation / feedback
  - Concept Application (one of the following)
    - Activity (online or in-class; individual, pair, or group)
    - Case discussion (online or in-class)
Phase 2: Development

- Project RESOURCES
  - Project manager / Lead faculty
  - Detailed instructions for each deliverable
  - Group access to all materials
    - Project documents
    - Old course materials
    - New course materials (as developed)
  - Dedicated IT support person
  - Common slide template and structure
THIS ENDS THE LECTURE

Check your syllabus to see what comes next...

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## Phase 2: Development

- **Project MAP / Progress Tracker**

<table>
<thead>
<tr>
<th>Topics</th>
<th>Designer</th>
<th>Readings</th>
<th>Video Lectures</th>
<th>Slides</th>
<th>MP4 Video</th>
<th>PC (Quiz)</th>
<th>Applications - Online/Automated</th>
<th>Applications - Class or Other</th>
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<td>Syllabus</td>
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<td>X</td>
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<td>DB: Critical Thinking and You</td>
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<td>Lisa</td>
<td>HBSP Simulation Materials</td>
<td>Marketing Framework</td>
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<td>Marketing Sim - Round 1</td>
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<td>Course Learning Goals</td>
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Phase 3: Usage & Feedback

- MASTER Site on Blackboard

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Opus College of Business
University of St. Thomas

Announcements

Course Welcome - Start Here

Posted on: Thursday, October 13, 2016 12:01:13 PM CDT

To Faculty: there's also an option to have a "Getting Started" menu item (see bottom of menu on left, currently turned off). If you want to use the announcements as a "Start here", this is what I (Prof A) use which you can modify for your class format (blended or traditional) and so on.

MKTG 625 Marketing Frameworks is designed to familiarize graduate students with the strategic and tactical issues that arise in marketing decision-making. You are enrolled in the BLENDED version of this course. During the 7-week term, we will only meet in-person 3 times. However, the workload is spread evenly over 7 weeks of the term. This means you have 2 weeks’ worth of course work to complete PRIOR to our first live class. By the end of our first live class, you will have completed 25% (27/7) of the course.

The topics and assignments are organized into weeks with all deliverables due on Tuesdays either by 5:30 pm (i.e. class time) for weeks that we meet in person, or by 11:59 pm (end of day) for weeks that we do not have a live class. The majority of the coursework can be completed at a time and place that is convenient for you, which for some might mean working on your lunch break or after your kids go to sleep. I encourage you to identify times within your own schedule when it makes the most sense to work on the class, which may be earlier than the day something is due. My goal is to provide access to 2-weeks of content at a time so that you can work ahead as necessary.

To get started, click on Learning Modules in the left menu bar and then Week 1 – Introduction to Course and Marketing Framework. At the top of each week you will see an overview section organized by topics with specific readings, videos, and activities listed below each goal. Further down that page I've highlighted all the deliverables in greater detail, and below that are links to the videos and specific assignments. Everything you need to complete the week’s activities can be found there.

One of the first goals for Week 1 is to get familiar with the course and Blackboard site. You can find the Course Introduction videos under Week 1 – Video Lectures, which includes a brief overview of our course Blackboard site. Under Course Overview in the left menu bar, you will find the syllabus, schedule, overview of course materials, etc.

Next, in the first 2 weeks of the course, you will be completing marketing math activities through a website called Management-By-The-Numbers (MBTN). Earlier today (Tuesday, Sep 6) you should have received an email in your stthomases.edu account with information on how to log-in and purchase these materials ($12).

You will also need to purchase electronic course materials through Harvard Publishing ($24), which you can access using the following link: http://shop.harvard.edu/com?access=53653682. The materials include 2 cases and a simulation. There is also a textbook for this course which is highly recommended but not required.

If you have any questions about the course or any of the activities during the first 2 weeks of the term, please contact me at LisaA@stthomases.edu — I check my email several times a day. Also, I encourage you to call me Prof A instead of Professor Abernathy.

Looking forward to our time together.................Prof A.
Phase 3: Usage & Feedback

Guidelines for Copying Master Site

- **Instructions for Copying & Using the Blackboard Master for MKTG 625**

  **Copy from TEST_MKTG 625 to Your Course’s Blackboard Page**
  - Start on the TEST_MKTG625 Blackboard Page
  - Go to Course Management – Packages and Utilities – Course Copy
  - Select Copy Type – leave as default (Course Copy into Existing Course)
  - Destination Course is your upcoming section (click Browse to find)
  - Copy Options – Select all the material you want copied over
    - Content Areas (I recommend all and you can delete later)
    - Announcements
    - Discussion Board
      - Include starter posts
    - Grade Center Columns and Settings
    - Settings – Banner Image (branding at top of page)
    - Tests, Surveys, and Pools (this will copy all the existing progress checks)

  **Areas to Update from Copied Material**
  - Go to your course Blackboard page – make sure copy occurred
  - Delete or hide menu items you do not want to use. These items are purely optional
    - iLrn Screen Recorder
    - Lynda.com
    - Home – This is a different landing page for the course – created by OIT – use if you like
    - Faculty Resources – Created by OIT – some useful stuff here
    - Getting Started – OLD – This was created by OIT and has not been updated. Use if you like
    - Library Resources
    - KK Instructor Resources – Link to publisher’s website for instructors (Frameworks 5th ed)
    - Ideas for Next Time – A place for faculty to share ideas on TEST. Not for students.
    - Help – This includes Blackboard, Harvard Course Pack, and IRT help information
      - If you keep this, update your own information for course / content / assignment help.
  - Announcements – There’s an initial “Start Here” post that you will want to tailor to your own course / format / first week activities.
    - Note: There is also a “Getting Started” menu item that OIT created – I’ve left it there and you can use / modify that if you prefer.
  - Course Overview
    - Syllabus, Schedule, Course Requirements, Course Materials - mostly marked in yellow
    - Faculty Bio and Contact Info – Update to you. If you teach this course regularly, feel free to create your own Faculty Bio in the Master for easy copying from term to term.
Phase 3: Usage & Feedback

- **Student Feedback**
  - Course: Glitches/Suggestions discussion board
  - Course: Bi-weekly or mid-term feedback
  - Program: Survey on 1.5 credit format
  - University: Standard course evaluations

- **Student Learning**
  - Course: Take-aways Exercise

- Regular updates to department
- Revise materials as needed
Sample Student Comments

♦ I feel the use of a team of faculty adds to the on-line learning experience. Hearing a new voice or perspective in each of the videos feels as though we are receiving more than one perspective.

♦ Kind of cool to have a different person speaking to it each time. I also like hearing about them and their career. Gives credibility and then makes me want to hear what they say.

♦ It is enjoyable and good exposure to different faculty members. Fun to hear from different people who are presumed experts in their field which translates well to the video lectures.

♦ I really enjoyed it. I have noticed that each prof. has shared their own deep understanding of marketing.
## Sample Student Take-Aways

<table>
<thead>
<tr>
<th>Topic</th>
<th>Take-Aways</th>
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</thead>
<tbody>
<tr>
<td>Critical Thinking</td>
<td>This section reminded me to fully evaluate each step in the critical thinking process. With competing priorities on the job, it is easy to skip steps in this process and omit certain steps, such as not fully evaluating each alternative. This section was also helpful in seeing how other classmates use critical thinking on the job.</td>
</tr>
<tr>
<td>Marketing Math</td>
<td>I work with marketing teams to help analyze the margins they achieve on different products. This exercise was helpful in practicing the techniques that I use often.</td>
</tr>
<tr>
<td>Marketing Framework</td>
<td>I have an accounting background so it was very helpful to understand the big picture of the marketing framework. I work with Marketing teams everyday, but...</td>
</tr>
<tr>
<td>Services</td>
<td>Learning how to market services by overcoming their intangible nature is what I remember most from this lecture. It is hard for customers to understand what they are getting with a service, so making aspects of the service tangible is an important step. Preparing a response to service failure is also a point that stuck out because I hadn’t thought of that before even though it must happen everyday for service companies.</td>
</tr>
<tr>
<td>Situation Analysis</td>
<td></td>
</tr>
<tr>
<td>Customers, Segmentation, and Targeting</td>
<td>Segmentation categories stick out the most from this lecture. It was helpful to have examples of the four categories (behavioral, psychographic, demographic, geographic), and to learn that certain categories have a higher diagnosticity.</td>
</tr>
<tr>
<td>Marketing Research</td>
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<tr>
<td>Positioning</td>
<td>I think this may have been my favorite lecture topic. It was fascinating to me to think that the same product positioned differently could fulfill a completely different need. The pizza positioning exercise was helpful to understand the concept.</td>
</tr>
<tr>
<td>Products</td>
<td></td>
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<tr>
<td>Branding</td>
<td>I will take with me the concept of the brand model. The sunscreen pill exercise was helpful in learning how to think about all aspects of the brand model for a new product. I understand more clearly how important having a clear definition of what a brand stands for really is.</td>
</tr>
<tr>
<td>Promotion / Communication</td>
<td>The promotions lecture was helpful as I was able to better understand some of the advertising that my company conducts. I also couldn’t believe how many different forms of communications there were in the communications tool box, and especially in the digital toolbox.</td>
</tr>
</tbody>
</table>
QUESTIONS?

Lisa Abendroth
LisaA@stthomas.edu
Announcements

Opus College of Business  UNIVERSITY OF St. Thomas

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TO FACULTY - there is also an option to have a “Getting Started” menu item (see bottom of menu on left, currently turned off). If you want to use the announcements as a “start here”, this is what I (Prof A) use which you can modify for your class format (Blended or Traditional) as well.

MKTG 525 Marketing Frameworks is designed to familiarize graduate students with the strategic and tactical issues that arise in marketing decision making. You are enrolled in the BLENDED version of this course. During the 7-week term, we will meet in person 3 times. However, the workload is spread evenly over 7 weeks of the term. This means you have 2 weeks’ worth of course work to complete PRIOR to our first live class. By the end of our first live class, you will have completed 20% (2/10) of the course.

The topics and assignments are organized into weeks with all deliverables due on Tuesdays either by 5:30 pm (i.e., class time) for weeks that we meet in person, or by 11:59 pm (end of day) for weeks that we do not have a live class. The majority of the coursework can be completed at a time and place that is convenient for you, which for some might mean working on your lunch break or after your kids go to sleep. I encourage you to identify times within your own schedule when it makes the most sense to work on the class, which may be earlier than the day something is due. My goal is to provide access to 2-weeks of content at a time so that you can work ahead as necessary.

To get started, click on Learning Modules in the left menu bar and then Week 1 – Introduction to Course and Marketing Framework. At the top of each week you will see an overview section organized by goals with specific readings, videos, and activities listed below each goal. Further down that page I’ve highlighted all the deliverables in greater detail, and below that are links to the videos and specific assignments. Everything you need to complete the week’s activities can be found here.

One of the first goals for Week 1 is to get familiar with the course and Blackboard site. You can find the Course Introduction videos under Week 1 – Video Lectures, which includes a brief overview of our course Blackboard site. Under Course Overview in the left menu bar, you will find the syllabus, schedule, overview of course materials, etc.

In the first 2 weeks of the course, you will be completing marketing math activities through a website called Management-By-The-Numbers (MBTN). Earlier today (Tuesday, Sep 6) you should have received an email in your St. Thomas edu account with information on how to log-in and purchase these materials ($12).

You will also need to purchase electronic course materials through Harvard Publishing ($24), which you can access using the following link: http://ch.hbsp.harvard.edu/cbmp/accessis/366300. The materials include 2 cases and a simulation. There is also a textbook for the course which is highly recommended but not required.

If you have any questions about the course or any of the activities during the first 2 weeks of the term, please contact me at LisaA@othomas.edu – I check my email several times a day. Also, I encourage you to call me Prof A instead of Professor Abernethy.

Looking forward to our time together…………….Prof A.
Course Overview

Schedule

Insert JPG of schedule - most frequently looked at now.

Course Requirements

COPY/PASTE YOUR COURSE REQUIREMENTS FROM SYLLBUS

Syllabus to Download

Faculty Bio & Contact Info

Class Roster

HINT: To view the class roster, change “Contains” to “Not Blank” and hit “Go”

Course Materials

In this course, the textbook is used as a reference book. It is especially helpful for understanding key concepts and putting the case discussions in context. If you have never taken a marketing class before, it is highly recommended.

Harvard Electronic Course Materials – Required
Available from Harvard Publishing, these include cases and the simulation. If you already have an account with Harvard Publishing, simply log in. If not, you will need to create an account in order to access/purchase the materials. Keep track of your user ID and password as you will need to return to their website to later access the simulation.

TO PURCHASE the electronic materials for THIS section, use this link: [ENTER YOUR COURSE-SPECIFIC LINK]

AFTER PURCHASING, you can access materials through this link: https://cb.hbsp.harvard.edu

Management By The Numbers (MBTN) – Required
This web-based resource is only available to enrolled students. You will receive a welcome email at your stthomas.edu address from MBTN with user name, password, and purchasing instructions.

Framework for Marketing Management, 6/e (2016), Philip Kotler & Kevin Keller (KK) - Recommended
Alternate Textbooks: The 5th Edition of Frameworks or the much bigger Marketing Management (same authors) are similar enough in content to use instead.

- Textbook Purchase: UST Minneapolis bookstore or online merchant
- Textbook Rental: Paperback or electronic rentals through Amazon or similar
- Textbook Loan: UST Keller Library has 6 books for checkout (5/e, 4/e, and 3/e)
<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Introduction to Course and Marketing Framework</td>
<td>ENTER DATES</td>
</tr>
<tr>
<td>Week 2</td>
<td>Marketing Research and Marketing Math</td>
<td>ENTER DATES</td>
</tr>
<tr>
<td>Week 3</td>
<td>Products, Services, &amp; Customers</td>
<td>ENTER DATES</td>
</tr>
<tr>
<td>Week 4</td>
<td>Positioning and Branding</td>
<td>ENTER DATES</td>
</tr>
<tr>
<td>Week 5</td>
<td>Promotion / Marketing Communication</td>
<td>Enter Dates</td>
</tr>
<tr>
<td>Week 6</td>
<td>Price and Place / Distribution</td>
<td>Enter Dates</td>
</tr>
<tr>
<td>Week 7</td>
<td>Course Wrap-Up &amp; Marketing Ethics</td>
<td>Enter Dates</td>
</tr>
</tbody>
</table>
**Week 3 - Products, Services, & Customers**

**Overview**
- **Goal 1: Learn about Products**
  - Watch the video: Products
  - Complete the Progress Check: Products
  - Complete the Discussion Board: Sunscreen Pill
  - Reference: Products - Video
  - Reference: RK 5

- **Goal 2: Learn about Services**
  - Watch the video: Services
  - Complete the Progress Check: Services
  - Reference: Services - Slides
  - Reference: RK 10

- **Goal 3: Learn about Customers, Segmentation, and Targeting**
  - Watch the video: Customers
  - Complete the Progress Check: Customers
  - Complete the Exercise: Predictably Irrational
  - Reference: Customers - Slides
  - Reference: RK 4, 5, 6

**Deliverables**
- **Progress Checks (PC)** – found at the bottom of this page
  - Products
  - Services
  - Customers

- **Discussion Board (DB)** – found under Discussions in left menu
  - Sunscreen Pill

- **Exercise (EX)** – found under Exercises in left menu
  - Predictably Irrational
<table>
<thead>
<tr>
<th>Forum</th>
<th>Description</th>
<th>Total Posts</th>
<th>Unread Posts</th>
<th>Total Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Course Q&amp;A</td>
<td>Post questions related to course content, assignments, and technology/logistics. If you are a fellow student and know the answer, go ahead and reply. I will check in regularly as well.</td>
<td>3</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Glitches and Suggestions</td>
<td>If you find a glitch at any time (e.g., a link isn’t working or a file is missing), please post it here and your professor will immediately be notified. Same with suggested improvements for the course. If at any time you have an idea about how to make any aspect of the course better, let me know here and I will consider.</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Current Events</td>
<td>Post articles, current events, or examples of marketing (good or bad) along with a brief comment about why you found the item interesting or relevant for this class. I will also post articles here as I find them.</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Critical Thinking and You</td>
<td>ASSIGNED: Initial post in Week 1. Read and respond in Week 2.</td>
<td>4</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Refrigerated Pizza</td>
<td>ASSIGNED Week 2</td>
<td>4</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Sunscreen Pill</td>
<td>ASSIGNED Week 3</td>
<td>4</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Ethics and You</td>
<td>ASSIGNED Week 7 - Parts 1 and 2 are both due by the end of the term</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Displaying 1 to 7 of 7 Items
Exercises & Simulation

- Simulation Round 1 - Prepare, Play, and Set Goals
- Exercise: Predictably Irrational
- Exercise: Pizza Positioning
- Exercise: Communication Brief
- Exercise: Metal Pads
- Exercise: Course Take-Aways
- Simulation Round 2 - Play and Final Paper