

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](mailto:lisaa@stthomas.edu)

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<http://pubs.lib.umn.edu/minnesota-elearning-summit/2017/program/42>



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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

# Presence

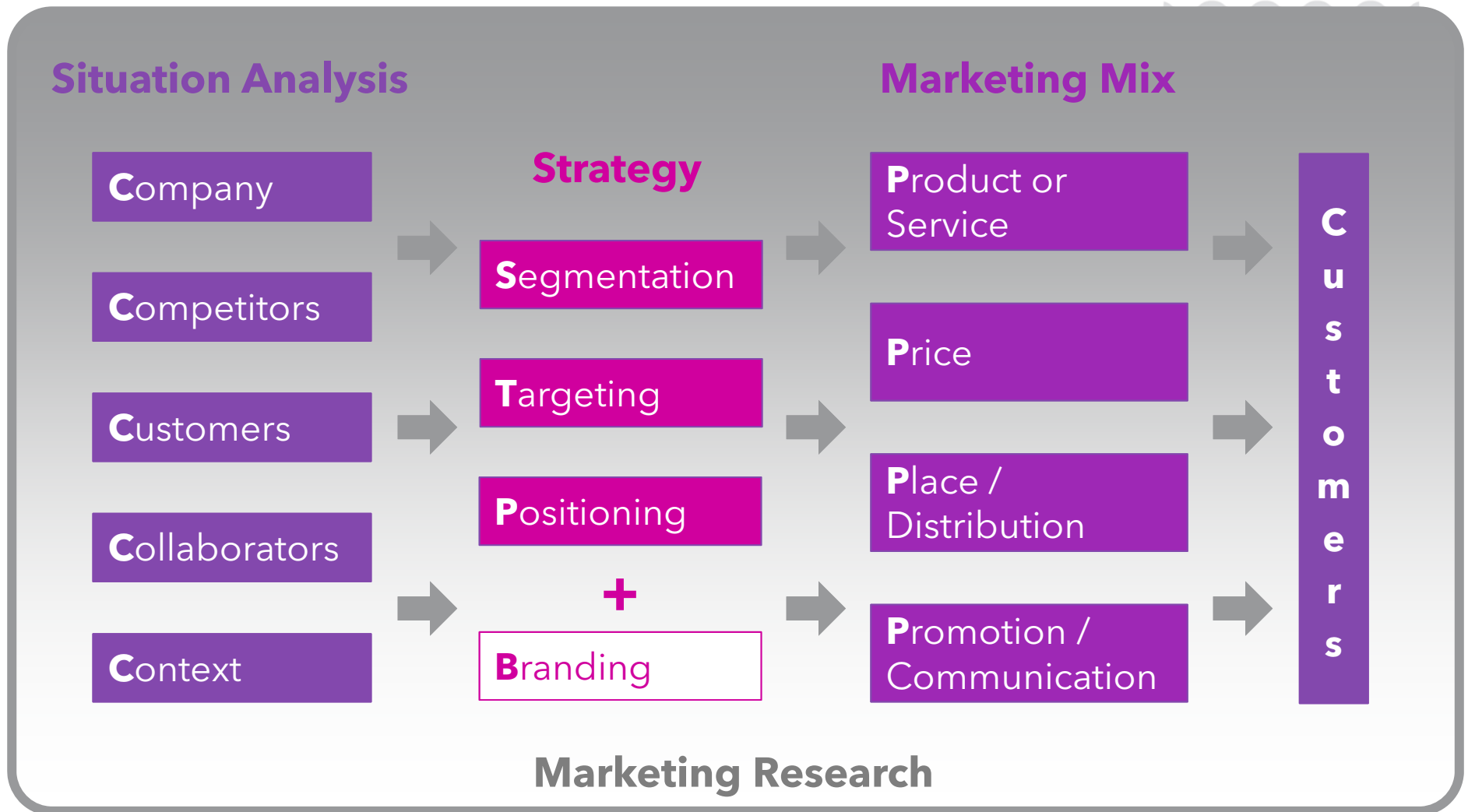
[illegible]

# 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





# 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

\*\*\*SAMPLE\*\*\*  
Topics to Cover

## ◆ 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

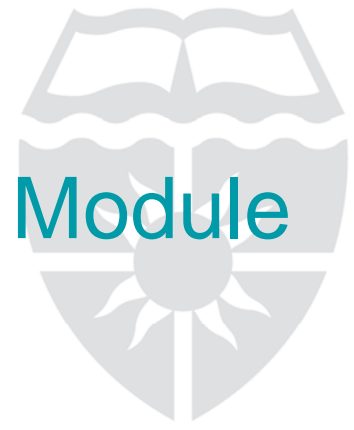
Tied in relative concepts  
from other core courses

## 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**



**TITLE OF**



**Your Name**

**Content**

♦ Enter lect

**THIS ENDS**

**Continue to  
to learn ab**

**<TOPIC> PART 2**

**Your Name**



**Marke**

**To Learn More**



**Situation Analysis**

**Company**

**Competitors**

**Customers**

**Collaborators**

**Context**

**Targeting**

**Positioning**

**+**

**Branding**

**Marketing**

**THIS ENDS THE LECTURE**

**Check your syllabus to see  
what comes next...**



# Phase 2: Development

## ◆ Project MAP / Progress Tracker

Topics	Designer	Readings	Video Lectures	Slides	MP4 Video	PC (Quiz)	Application	Applications - Online/Automated	Applications - Class or Other
Course Intro	Per Instructor	<i>Syllabus</i>	<i>Course Intro - Abendroth</i>	X	X	X	n/a	PC: Course Intro	
Case & Critical	Lisa	Critical Thinking & Case	Case Method	X	X	n/a	X		DB: Critical Thinking and You
Mktg Framework & Situation Analysis	Lisa	HBSP Simulation Materials Reference: KK 1, 2	Marketing Framework Situation Analysis	X X	X X	X "	X "	PC: Frame~ & Sit Analysis Sim: Round 1	Marketing Sim - Round 1 Course Learning Goals



# Phase 3: Usage & Feedback

## ◆ MASTER Site on Blackboard

UNIVERSITY OF St. Thomas

My UST Courses Community Libraries

Announcements

test\_MKTG625 (MKTG 625 Marketing Frameworks)

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Course Overview

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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) or style.

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 all 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 28% (2/7) 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 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.

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You will also need to **purchase electronic course materials** through Harvard Publishing (\$24), which you can access using the following link: <http://cb.hbsp.harvard.edu/cbmp/access/53663882>. 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@stthomas.edu](mailto:LisaA@stthomas.edu) – I check my email several times a day. Also, I encourage you to call me Prof A instead of Professor Abendroth.

Looking forward to our time together.....Prof A.



# Phase 3: Usage & Feedback

## ◆ Guidelines for Copying Master Site

Copy

### 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
  - iL<sup>os</sup> 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 5<sup>th</sup> 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 to 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.

Customize

# 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

Topic	Take-Aways	
Critical Thinking	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.	
Marketing Math	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.	
Marketing Framework	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	
Situation Analysis	Services	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 haven't thought of that before even though it must happen everyday for service companies.
	Customers, Segmentation, and Targeting	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.
Marketing Research	Positioning	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.
Products	Branding	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.
	Promotion / Communication	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.

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# QUESTIONS?

**Lisa Abendroth**  
**LisaA@stthomas.edu**



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# **APPENDIX**

## **Screen Shots**



Announcements – test\_MKTG 625

Secure | https://blackboard.stthomas.edu/webapps/blackboard/execute/announcement?method=search&context=course\_entry&course\_id=\_112874\_1&handle=announcements\_entry&mode=view

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Looking forward to our time together.....Prof A.

BB

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Accessibility information Installation details



Course Overview – test\_ X

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Users and Groups


Customization


Packages and Utilities


Help


Course Overview


**Schedule**  
Insert JPG of schedule - most frequently looked at item

**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 merchants
- Textbook Rental: Paperback or electronic rentals through Amazon or similar
- Textbook Loan: UST Keffer Library has 5 books for checkout (5/e, 4/e, and 3/e)










Learning Modules – test X

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Apps Bookmarks Other bookmarks

Learning Modules Edit Mode is: OFF

### Learning Modules

-  [Week 1 - Introduction to Course and Marketing Framework](#)  
ENTER DATES
-  [Week 2 - Marketing Research and Marketing Math](#)  
ENTER DATES
-  [Week 3 - Products, Services, & Customers](#)  
ENTER DATES
-  [Week 4 - Positioning and Branding](#)  
ENTER DATES
-  [Week 5 - Promotion / Marketing Communication](#)  
Enter Dates
-  [Week 6 - Price and Place / Distribution](#)  
Enter Dates
-  [Week 7 - Course Wrap-Up & Marketing Ethics](#)  
Enter Dates

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Week 3 - Products, Services, & Customers

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ENTER DATES

Goal 1: Learn about Products

- Watch the video: Products
- Complete the Progress Check: Products
- Complete the Discussion Board: Sunscreen Pill
- Reference: [Products - Slides](#)
- Reference: KK 9

Goal 2: Learn about Services

- Watch the video: Services
- Complete the Progress Check: Services
- Reference: [Services - Slides](#)
- Reference: KK 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: KK 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

Video Lectures

PC Products

PC Services

**Video Lectures – test\_MKTG**

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My UST Courses Community Libraries

Learning Modules > Week 3 - Products, Services, & Customers > Video Lectures Edit Mode is OFF

## Video Lectures

**Slides in PDF form**

- [Products - Slides](#)
- [Services - Slides](#)
- [Customers - Slides](#)

**Videos to Watch**

Search List All

4 results found Sort by: Most Recent Title

Thumbnail	Title	Duration
	<a href="#">Products</a>	00:16:44
	<a href="#">Services</a>	00:16:23
	<a href="#">Customers 1 of 2</a>	00:09:07
	<a href="#">Customers 2 of 2</a>	00:10:25

**COURSE MANAGEMENT**

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Exercises & Simulation - x

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Apps Bookmarks Other bookmarks








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Exercises & Simulation

Edit Mode is: OFF

### 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

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Blackboard interface for MKTG 625 Video Library.

**Navigation Bar:** My UST, Courses, Community, Libraries. User: Lisa Abendroth 47. Edit Mode is: OFF.

**Left Sidebar:**

- test\_MKTG625 (MKTG 625 Marketing Frameworks)
  - Announcements
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**MKTG 625 Video Library**

**Slides**

- [Case Method](#)
- [Marketing Framework](#)
- [Situation Analysis](#)
- [Marketing Research](#)
- [Customers, Segmentation and Targeting](#)
- [Positioning](#)
- [Branding](#)
- [Products](#)
- [Services](#)
- Promotion / Marketing Communication: [Part 1](#) - [Part 2](#) - [Part 3](#)
- [Pricing](#)
- [Place / Distribution](#)
- [Wrap-Up & Ethics](#)

**Videos - Note that there are 2 pages**

Search List All

20 results found

Sort by: Most Recent | Title

Pages: 1 2

Thumbnail	Video Title	Duration
	Case Method	00:11:46
	Marketing Framework	00:07:03
	Situation Analysis - Part 1 of 2	00:10:41
	Situation Analysis - Part 2 of 2	