SPOC ‚Whitepaper'

a webbased blended learning approach

Content

- preliminaries
- concept
- implementation

preliminaries

- ➡ requirements
  - ➡ Platform
  - ➡ Target Group
  - ➡ in-depth look at the content
  - ➡ pedagogy / didactics

preliminaries

- What do we want?
  - Where ? - Platform
  - For Who ? - Target Group
  - What? - in-depth look at the content & functions
  - How ? - pedagogy / didactics

What do we want?
Platform Requirements

- access always and everywhere
- well designed
- bulky range of functions
- Usability / Joy of use
- Replacement of the slides in the Lectures
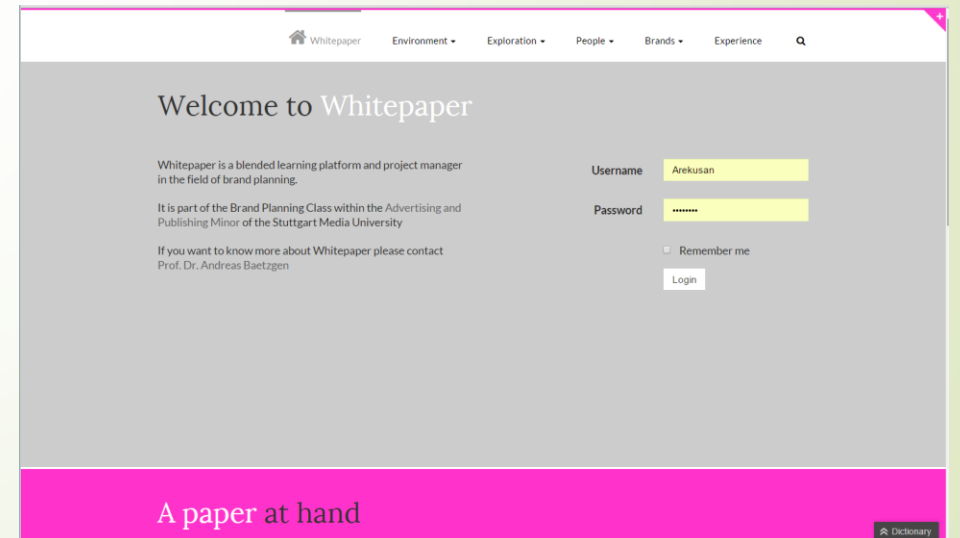- => MOODLE? ILIAS? HTML5?

What do we want?
Platform Desicion

# WORDPRESS!!!

What do we want?
Platform WORDPRESS

- webbased
  - access always and everywhere
- high functionality
  - Lots of Plug-Ins
- well designed themes
  - Joy of Use / Usablity
- easier to implement than HTML 5
- More Beautyfull than MOODLE, ILIAS, …

What do we want?
Target Group

➤ Students of the courses ‚Marketing – Planning & Strategy'

   ➤ in the sixth semester

   ➤ Young

   ➤ very affine to Trends / Design / Fashion

   ➤ media experienced

   ➤ Need of well prepared Content
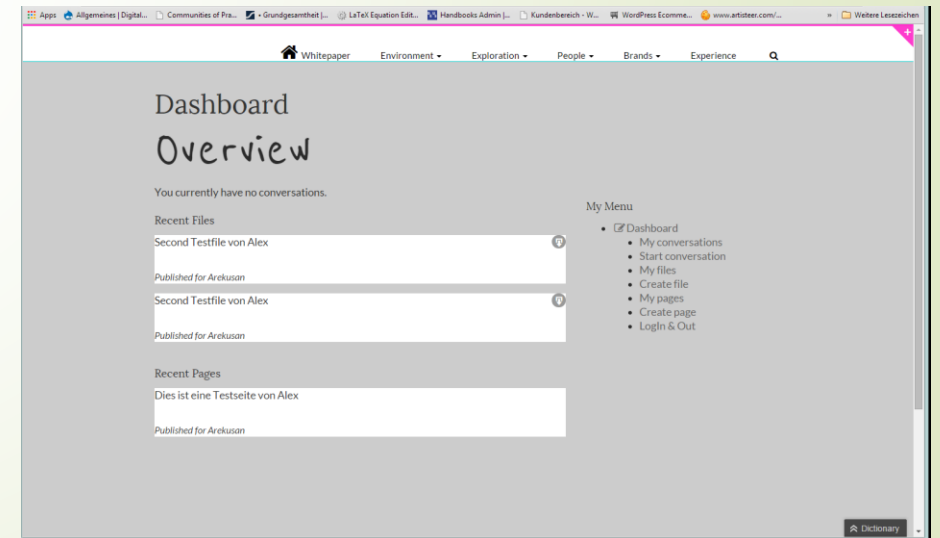
What do we want? Content

- Facts
- Guidelines
- Summaries
- User-Generated Content
- Archive of Best-Practise Examples
- Exercises

What do we want? Functions

- Area where the student can work collaborative

- Dictionary

- Glossary

- creative platform

- Multimedia

- Students can create own content
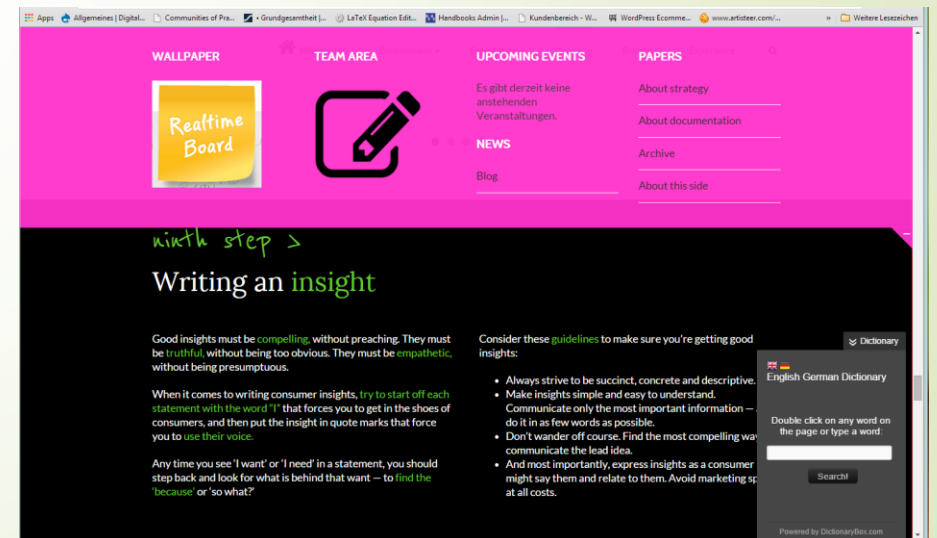
WHAT DO WE WANT
PEDAGOGY / DIDACTICS
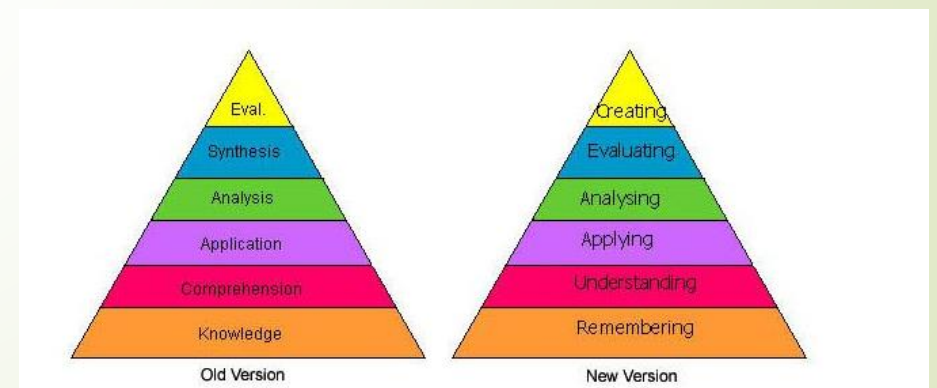
 offer the students the possibilty to work through all steps of Boom's Taxonomy:

- remember

- understand

- apply

- analyse

- evaluate

- create

CONCEPT

| supervision	Social form	Step	Function	Content	Presence
The students are attended by tutors	All steps includes single and group work	Remember & Understand	Content Pages, Dictionary, Glossary, Archive, Summary,	‚Stages' 1-5, Best-Practise Examples, Summaries, Glossary,	Inputs & Feedback: discuss the results of work in plenary & learning groups
		Apply	Exercises, Forms, Questions	e.g.: own market research, create own manual, formulate a ‚Consumer Insight'	
		Analyse & evaluate			
		Create	Realtime-Board, Content-Area	HowTo's, Frameworks, Guidelines, sources of inspiration	

Implementation

- Sliders for a vertical and horizontal user leading
  - vertically the main content
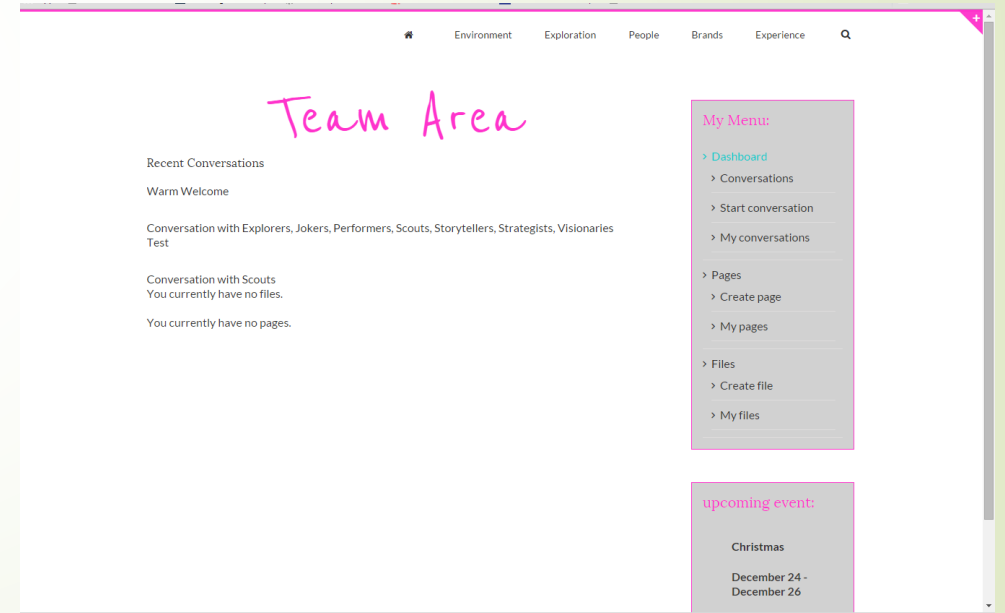 - deepening it by sliding horizontally
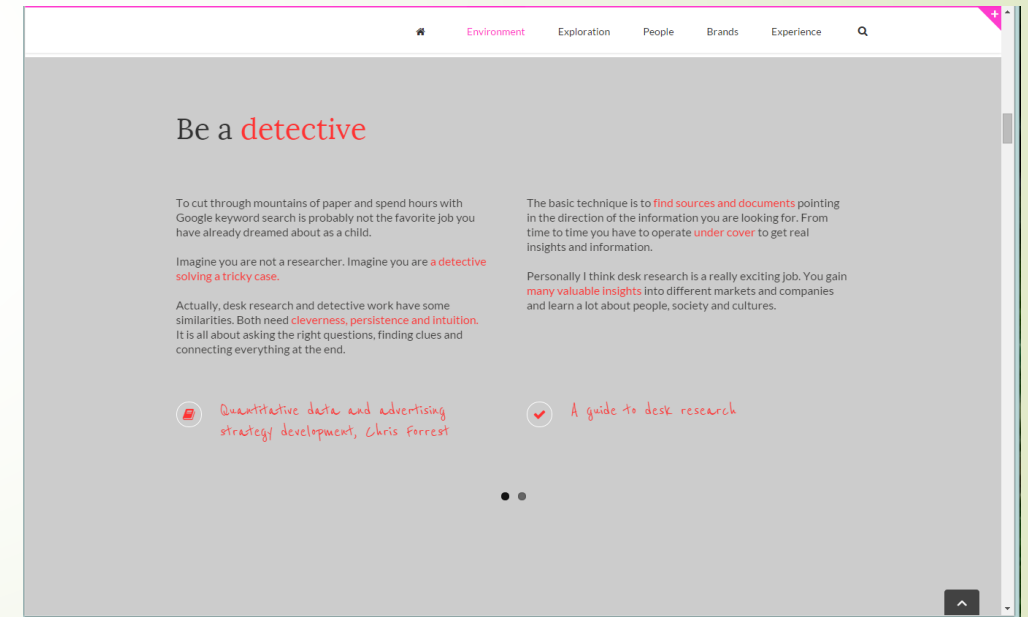
Implementation

- Hiding the „helpful user" in a easy to reach slider
  - Content:
    - Event Calender
    - Access the visual canvas workspace
    - Access to the Team Area
    - Basic informations
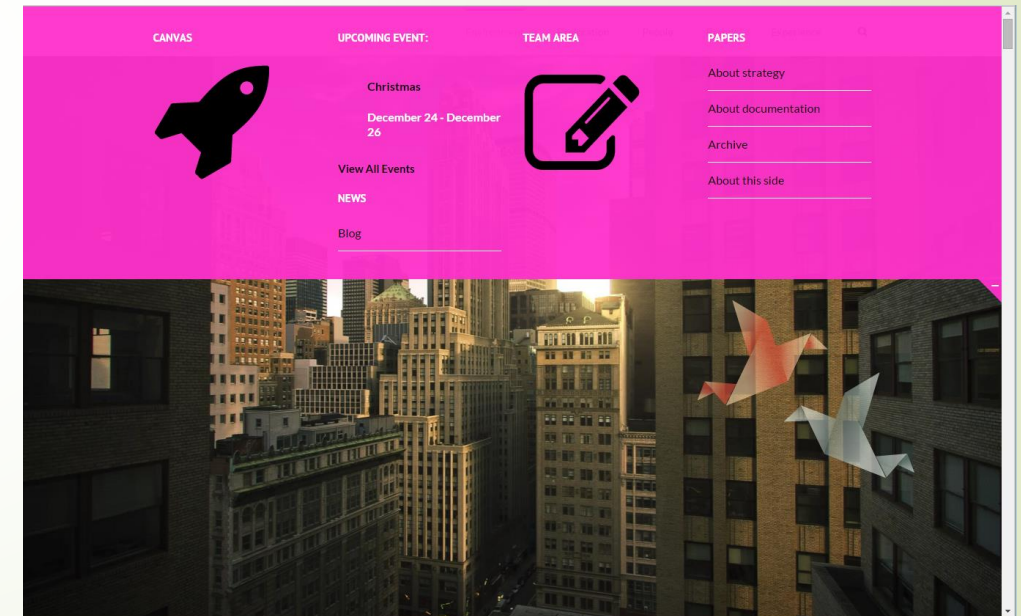
Implementation

- Team Area
  - Collabrative workspace
    - share and create
      - pages
      - files
      - conversations
    - in small groups

Implementation

- Visual Canvas – RealtimeBoard

  - offers templates

  - group work is possible

  - includes a chat

  - completes the Team Area with a **creative** way of **thinking** and **working**