SPOC ,Whitepaper'

a webbased blended learning approach

Content

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- preliminaries
- concept
- implementation

preliminaries

requirements

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

What do we want?

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- 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?

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What do we want? Platform Desicion

WORDPRESS!!!

What do we want? Platform WORDPRESS

webbased

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- 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, ...

1	Whitepaper	Environment -	Exploration -	People -	Brands 🕶	Experience	۹
Welcome to	o Whit	epaper					
Whitepaper is a blended learn in the field of brand planning.	ing platform and	l project manager		Username	Areku	an	
It is part of the Brand Planning Publishing Minor of the Stuttg				Password			
If you want to know more abo Prof. Dr. Andreas Baetzgen	ut Whitepaper p	lease contact			C Rem	ember me	
A paper at l	hand						

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

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Overview							
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Dies ist eine Testseite von Alex			-				
Published for Arekusan							
							Real Dictionary

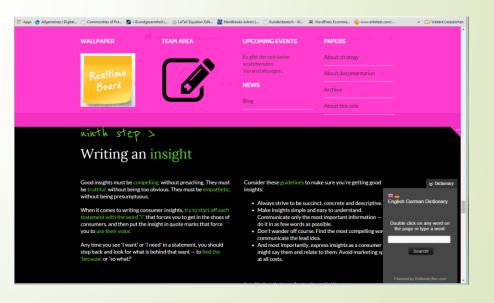
What do we want? Content

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

	Whitepaper	Environment +	Exploration •	People • Bra	inds • Experient	e Q	
third s	tep >						
Z.1 Pc	orter's Five	e Forces					
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The first strate	ve competitive force: 8%, Michael E. Porter	s that shape	0 Guide	ilines for anal	lzing four comp	etitors	

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 possibility to work through all steps of Boom's Taxonomy:
 - remember
 - understand
 - apply

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- 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
		Apply	Exercises, Forms,	e.g.: own market research, create own	work in plenary & learning
		Analyse & evaluate	Questions	manual, formulate a ,Consumer Insight'	groups
		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

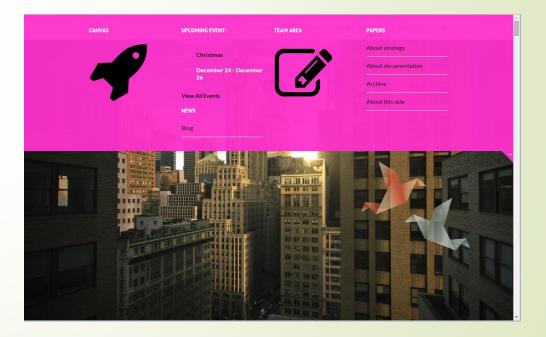
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Be a dete	ctive							
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Implementation

- 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



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Implementation

Team Area

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

# Environment Exploration People	Brands Experience Q
Team Area	My Menu:
Recent Conversations	Dashboard Conversations
Warm Welcome	> Start conversation
Conversation with Explorers, Jokers, Performers, Scouts, Storytellers, Strategists, Visionaries Test	> My conversations
Conversation with Scouts You currently have no files.	 > Pages > Create page
You currently have no pages.	> My pages
	> Files > Create file
	> My files
	upcoming event:
	Christmas
	December 24 - December 26

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

