



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?

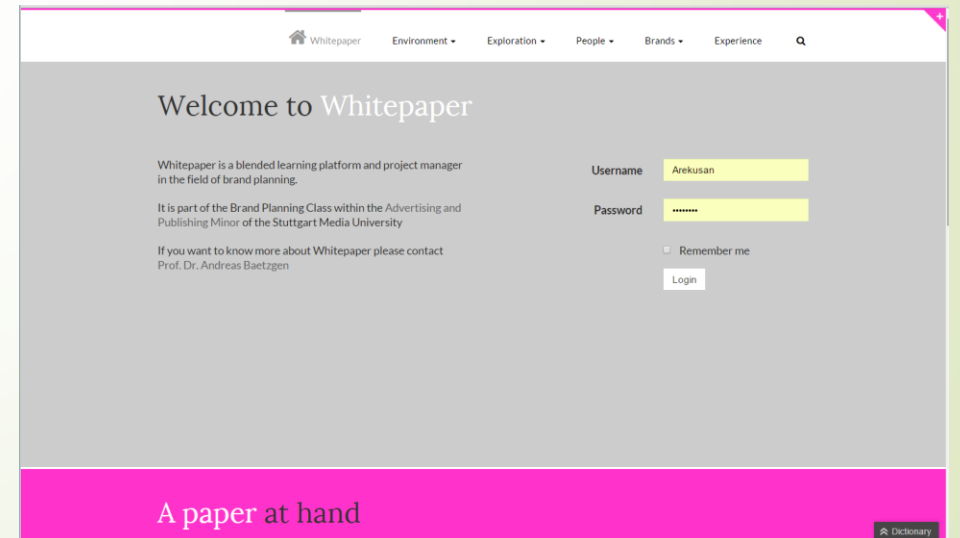
What do we want?
Platform Decision

WORDPRESS!!!

What do we want?

Platform WORDPRESS

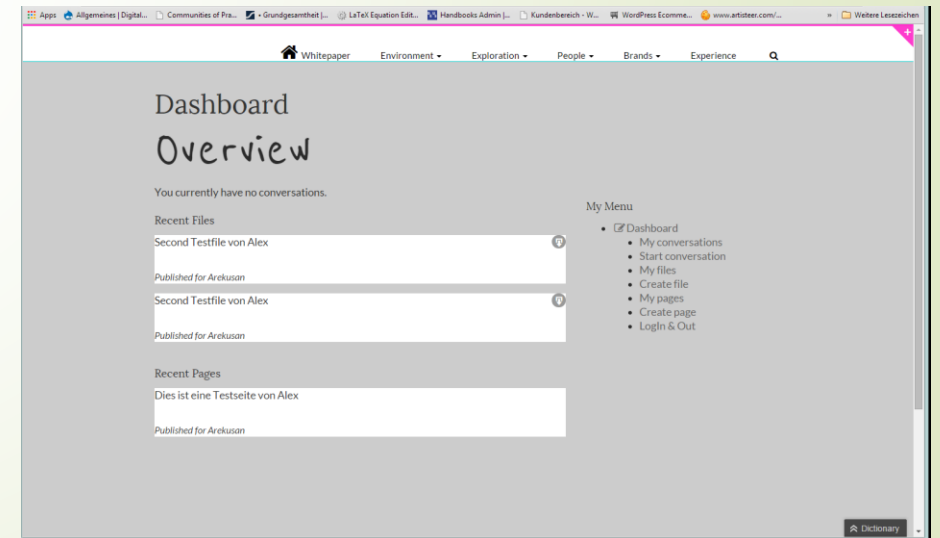
- webbased
 - access always and everywhere
- high functionality
 - Lots of Plug-Ins
- well designed themes
 - Joy of Use / Usability
- easier to implement than HTML 5
- More Beautiful than MOODLE, ILIAS, ...



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


third step >

2.1 Porter's Five Forces

One of the most effective tools for **assessing the competitive landscape** of a business is the Five Competitive Forces model developed by Michael E. Porter of the Harvard Business School.

Before making any strategic decisions, you should use these five forces as a foundation for developing a **strong analysis of the competition**.

According to Porter, "the job of the strategist is to understand and cope with competition. Often, however, managers define competition too narrowly, as if it occurred only among today's direct competitors. Yet competition for profits goes beyond established industry rivals to include four other forces as well: customers, suppliers, potential entrants, and substitute products."



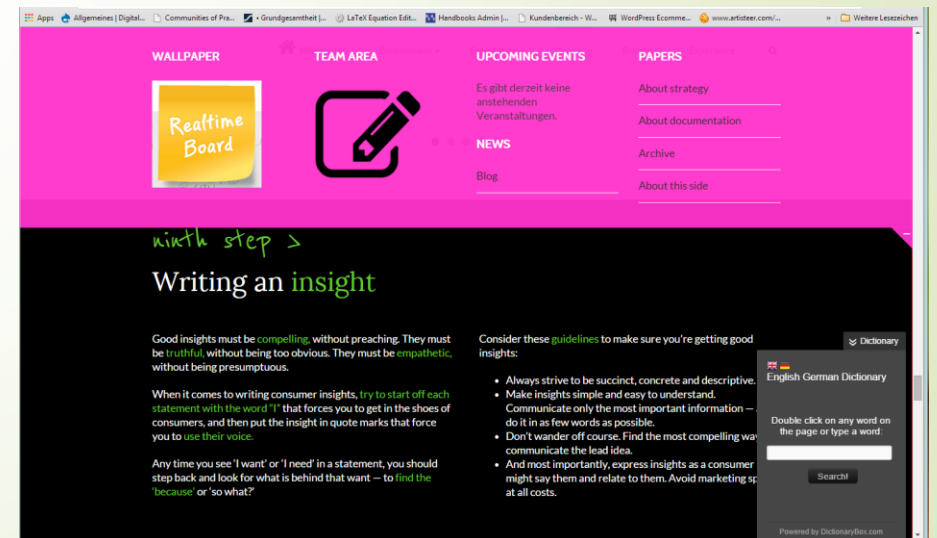
The five competitive forces that shape strategy, Michael E. Porter

Guidelines for analyzing four competitors

What do we want?

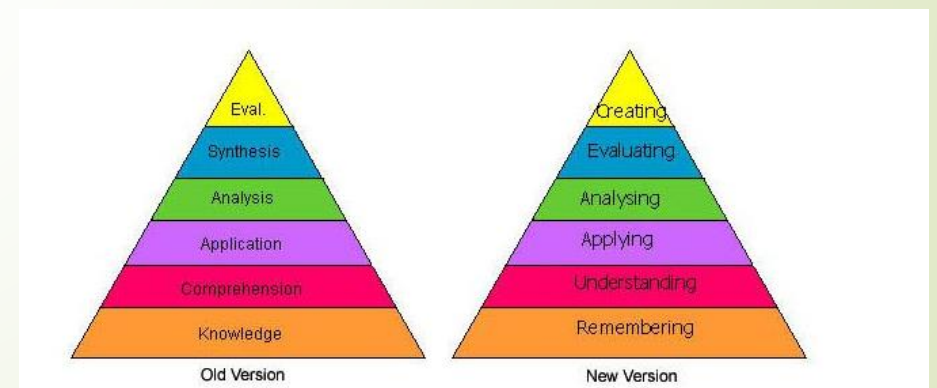
Functions

- 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
 - analyse
 - evaluate
 - create

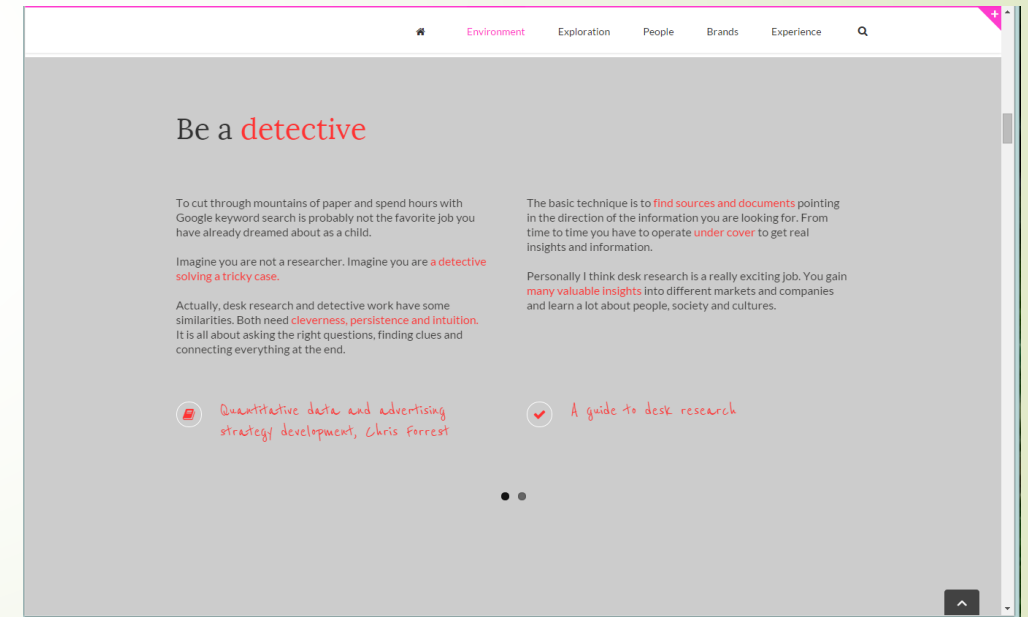


CONCEPT

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	

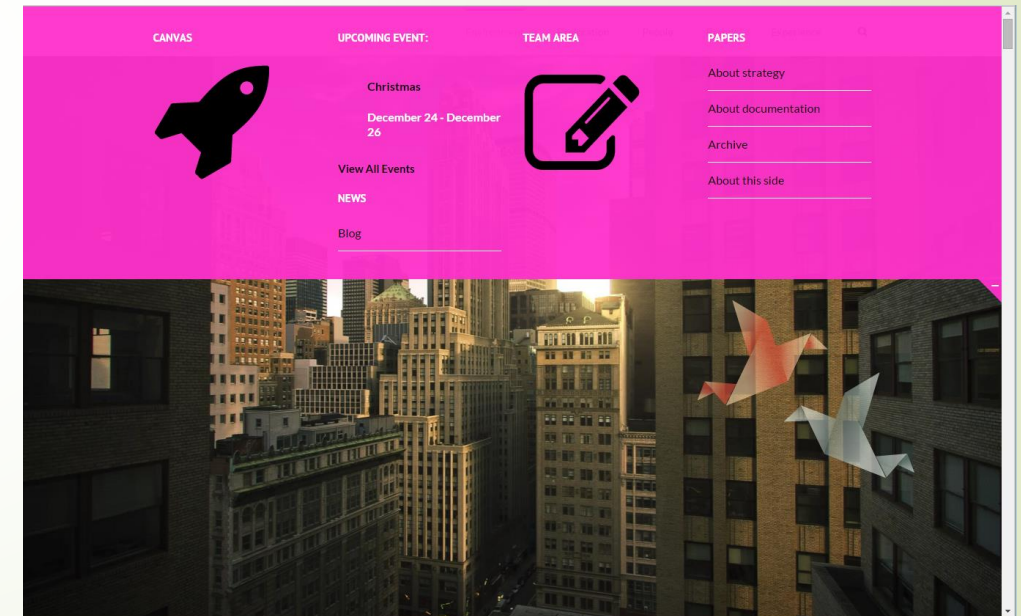
Implementation

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



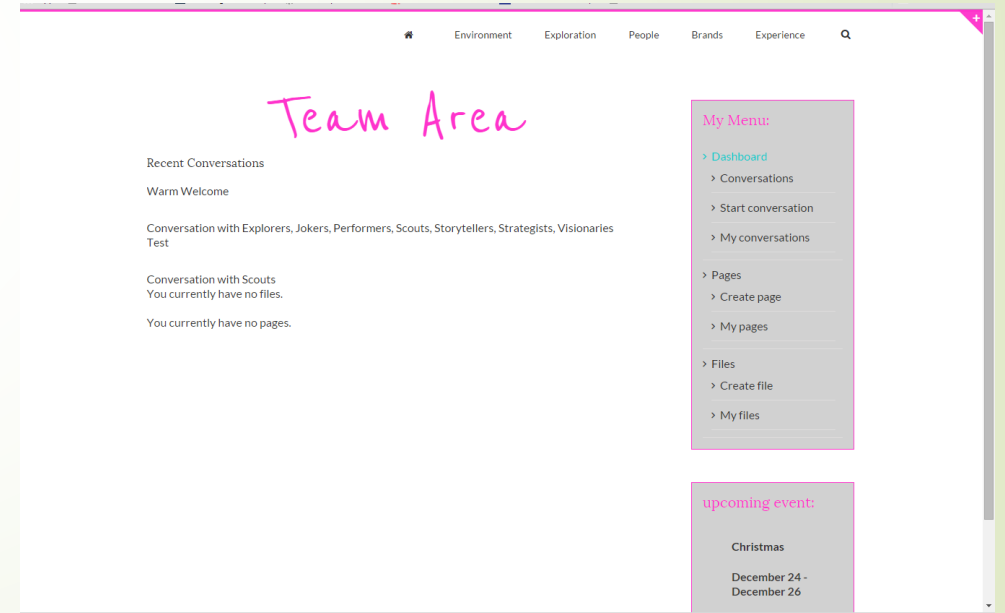
Implementation

- 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
 - Collaborative 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**

