CONNECT WITH LEARNING

CHERYL TAYS, INSTRUCTIONAL DESIGNER

CENTER FOR INNOVATION IN TEACHING AND LEARNING
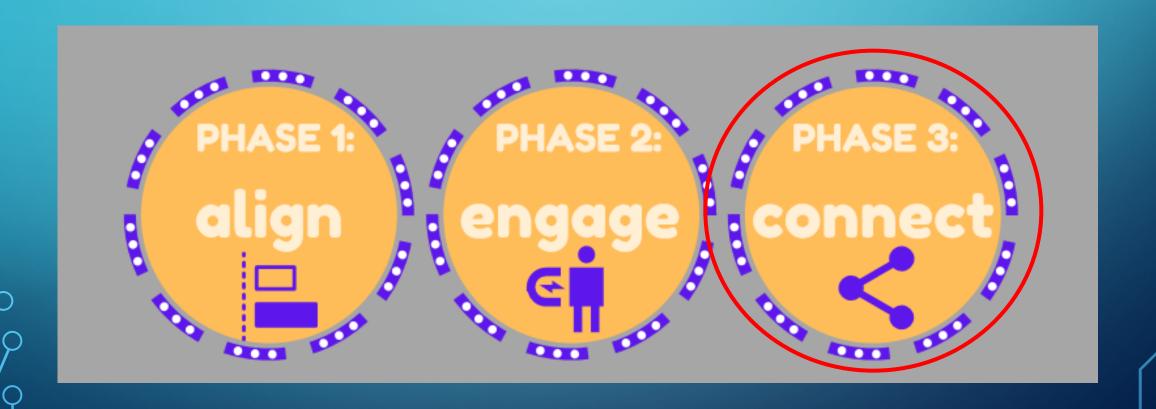
TENNESSEE TECH UNIVERSITY

PHASE 3: CONNECT

ORGANIZE CONTENT INTO MODULES

- Use alignment maps created in phase 1

- Use module objectives

- Align learning activities and assessments to objectives

- Student must understand course plan from day one!

Course Objective

Analyze the elements of a marketing plan and retrieve sample templates or exemplars from real companies (use local sources or Internet searches of prominent businesses). Discuss common elements of each marketing plan and identify the different objectives that the companies outlined in each plan, citing specific textual evidence.

Module Objectives

Describe the product of service

Analyze the market

Generate marketing goals and objectives

Produce a pricing plan

Create an advertising plan

Build a marketing budget

Assessment Activities

- Textbook Reading Quiz
- Discussion Board (Class): Articles
- Discussion Board (Groups): Drawbacks of Product/Service
- Homework Assignment: Sample Marketing Plans, Annotate Product Description
- Create Product Feature/Benefit Chart
- Video Assignment: Elevator Pitch for Product
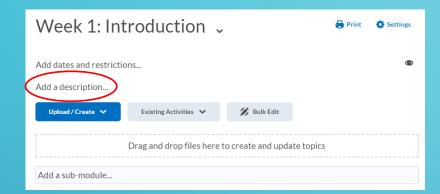- Module Exam

Instruction Activities

- Textbook reading assignment
- Business related articles
- Course content lecture
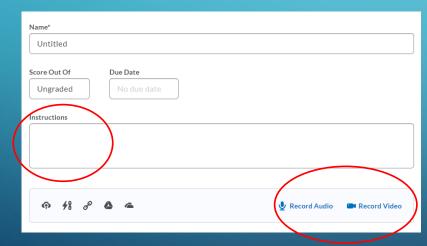- Demo sample marketing plans

MAKE CONNECTIONS FOR STUDENTS

- Make learning connections transparent

- Connect course materials to learning activities

  - Explain each piece of material

  - Include within the associated assignment prompt

  - Introduce assignment using text, audio, video

- Connect activities to objectives

  - Include course map, announcements , or module introductions
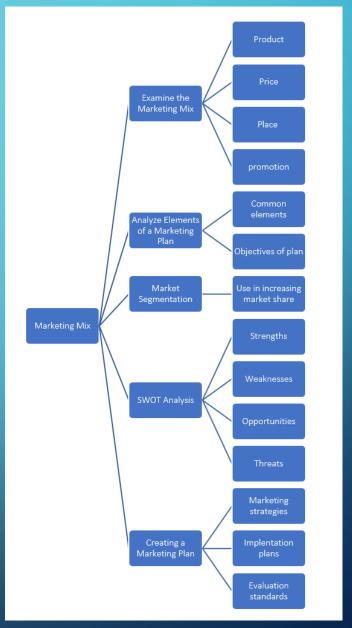
Course Map

Module Introductions

Assignment / Discussion Board Introductions

Include course / module objectives on all learning activities.
Share course map in syllabus or course announcement.

ASSESSMENT CHECK

- Create digital assessments planned in phase 1

- Develop instructions/prompts/rubrics so students know how evaluation works

- Use holistic view to ensure multiple ways to check understanding

    - Discussion of case studies

    - Private, reflective journal

    - Multiple quizzes / exams

    - Large research papers might be sequenced from topic to outline to draft to final paper

- Appropriate sequence for mastery

- Thorough explanation of grading plan and how to view grades online

EXPLAIN COURSE STRUCTURE

- How to proceed through the course

  - Expectations before course begins, share video presentation of course components

  - Include "welcome" video on homepage

  - Consider a syllabus quiz

  - Explain all technology used, especially Zoom and iLearn

  - Demonstrate where to find assignments and how to submit

- What relevant course and institutional policies are

  - Make real world connections

  - Policies such as: attendance, participation, accessibility, netiquette

  - Technology requirements / skills

  - Services available

- How to access help online

RESOURCES

- [Effective Assessments in Online Course](#)

- [Sample Syllabus Quiz Questions](#)

- [How to Welcome Students to Your Online Course](#)

- [Sample Script for Welcome Video](#)

- [Rethinking Assignments for Online Learning](#)

- [Alternative Assessment Techniques for Blended and Online Courses](#)