

# How I Survived Converting My In-person Course Online

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- CANISIUS COLLEGE





Assistant Professor of Marketing  
Director, Integrated Marketing Communications Center



Board Director



~~Senior Vice President, Digital Strategy & Analytics~~  
Senior Advisor, Digital Strategy & Analytics



Founder / CEO

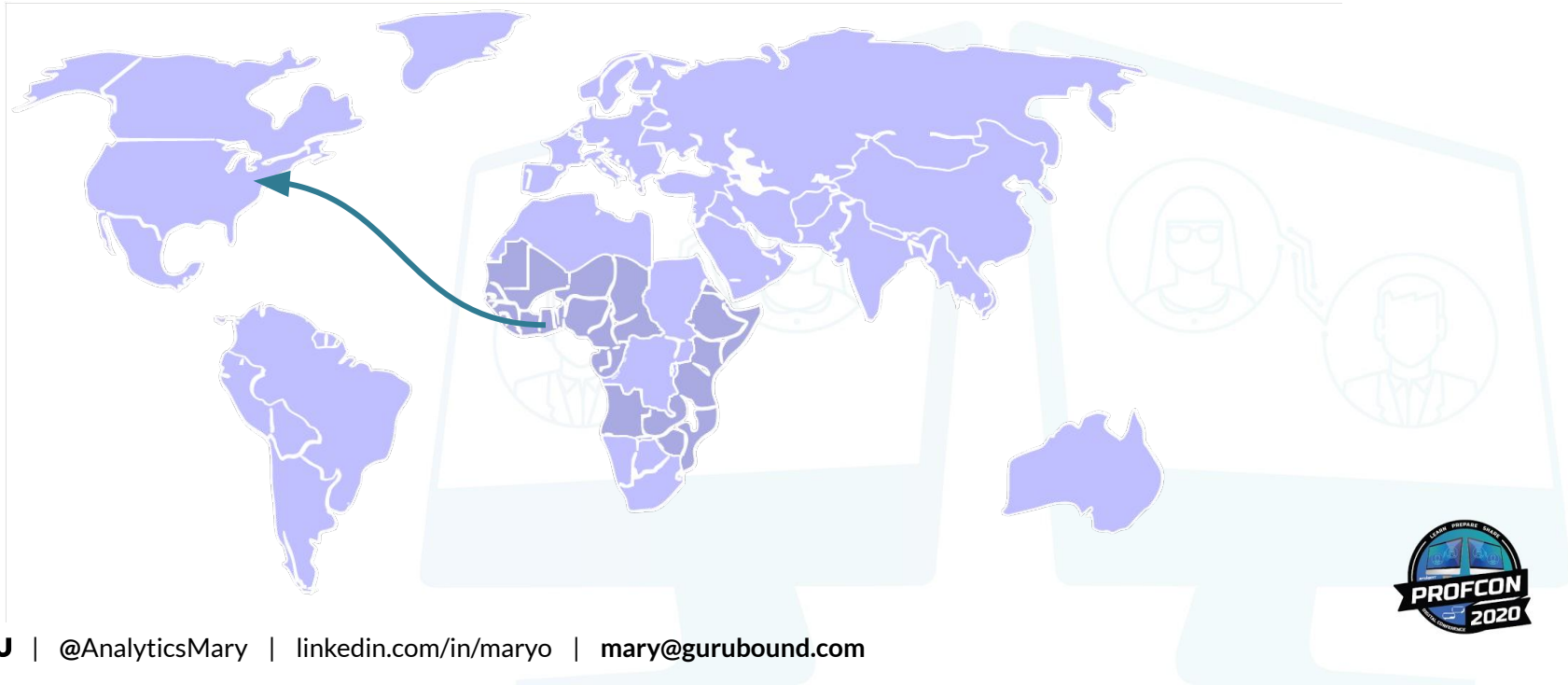
- I teach businesses how to do their own digital marketing
- I share tips on how professors can effectively teach their marketing courses online



My secret mission

**Increase diversity and inclusion in the digital marketing field**

**> Eradicate homogeneous thinking > Make the world better**



# And it's working so far



**Digital Marketer**  
Thomson Reuters



**Senior Specialist,  
Search and Social**  
UM Worldwide

“ Taking digital strategies definitely had a positive impact on my decision to switch career paths from finance (which I worked in for 3 years) to marketing. ”

**RATE MY PROFESSORS**

QUALITY

**MKT640**



**AWESOME**

**5.0**

Highly recommend this professor. I took SEO marketing and I learned more in this online class than I have ever in an in-person lecture.

DIFFICULTY

**4.0**

GIVES GOOD FEEDBACK

INSPIRATIONAL

CARING

# The Problem

- Lack of relevant digital marketing course work
- Lack of applied experience
- Lack of diversity



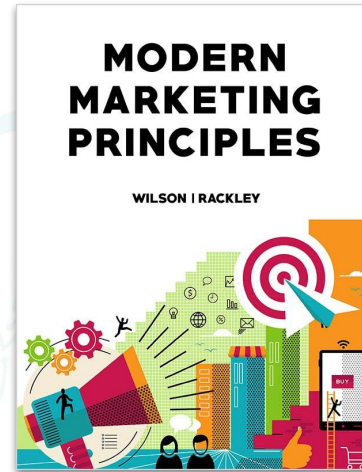
*Not Career Ready*  
*Not Life Ready*

# How my semester started

## Search Marketing (SEO & PPC)



## Principles of Marketing



- **Format:** Face-to-Face, Synchronous
- **LMS:** Desire to Learn (D2L)
- **Textbook:** Stukent online
- **Chapter quizzes:** Stukent online
- **Assignment submission:** upload to LMS:
- **Access:** Scheduled in-office visits or chats after class
- **Group dynamics:** In-class group activities

# Then, the pandemic hit, and I panicked.

## The first week, I recorded all my lectures, slide by slide.

*No one watched them.*

(Optional) Watch Lecture: 1 Intro to Promotion and Advertising

Video

(Optional) Watch Lecture: 2 Intro to Promotions and the Promotional Mix

Video

(Optional) Watch Lecture: 3 Sales Promotions and their Benefits

Video

(Optional) Watch Lecture: 4 Public Relations

Video

(Optional) Watch Lecture: 5 Personal Selling and Direct Marketing

Video

(Optional) Watch Lecture: 6 What is Advertising

Video

(Optional) Watch Lecture: 7 Advertising Terms (How to Measure Advertising)

Video

(Optional) Watch Lecture: 8 Success Model

Video

#ProfCon20

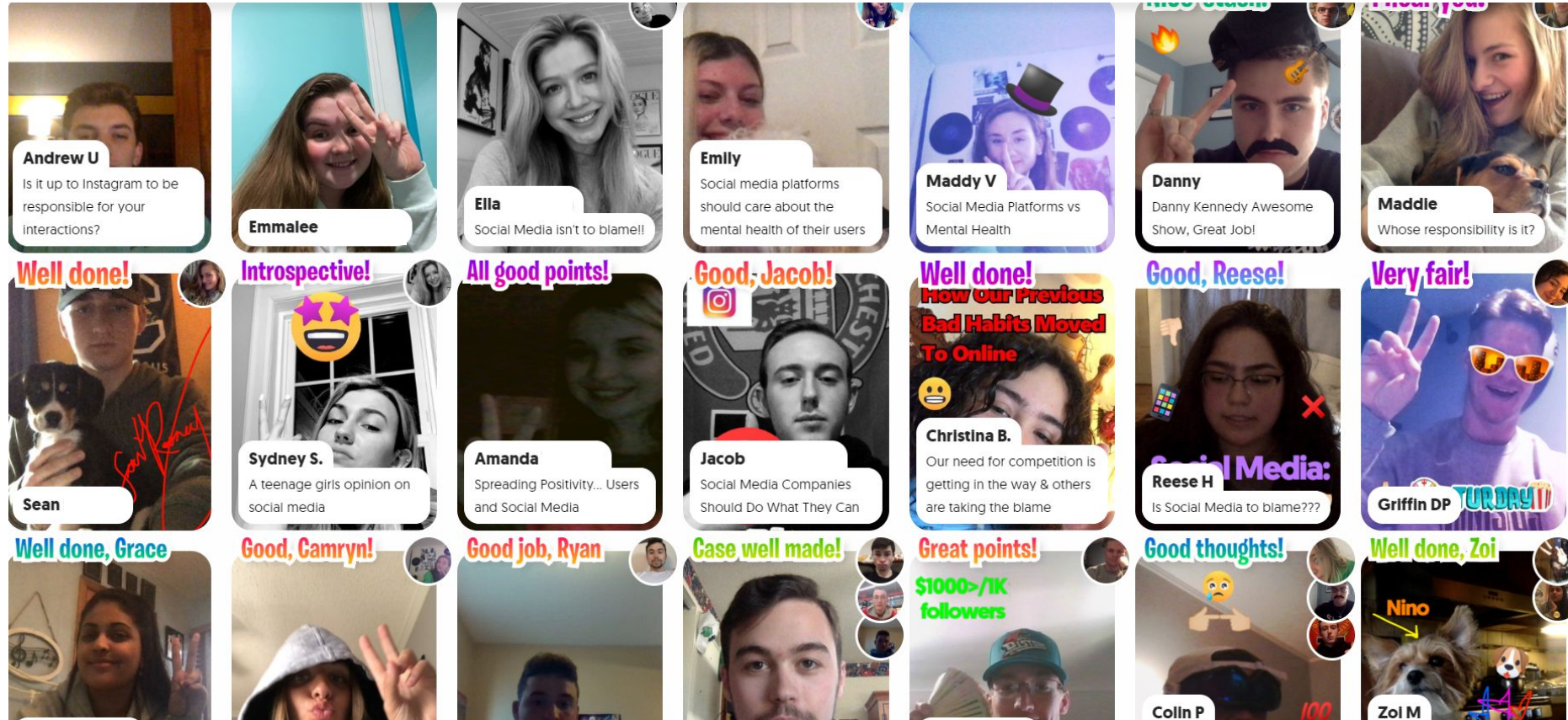
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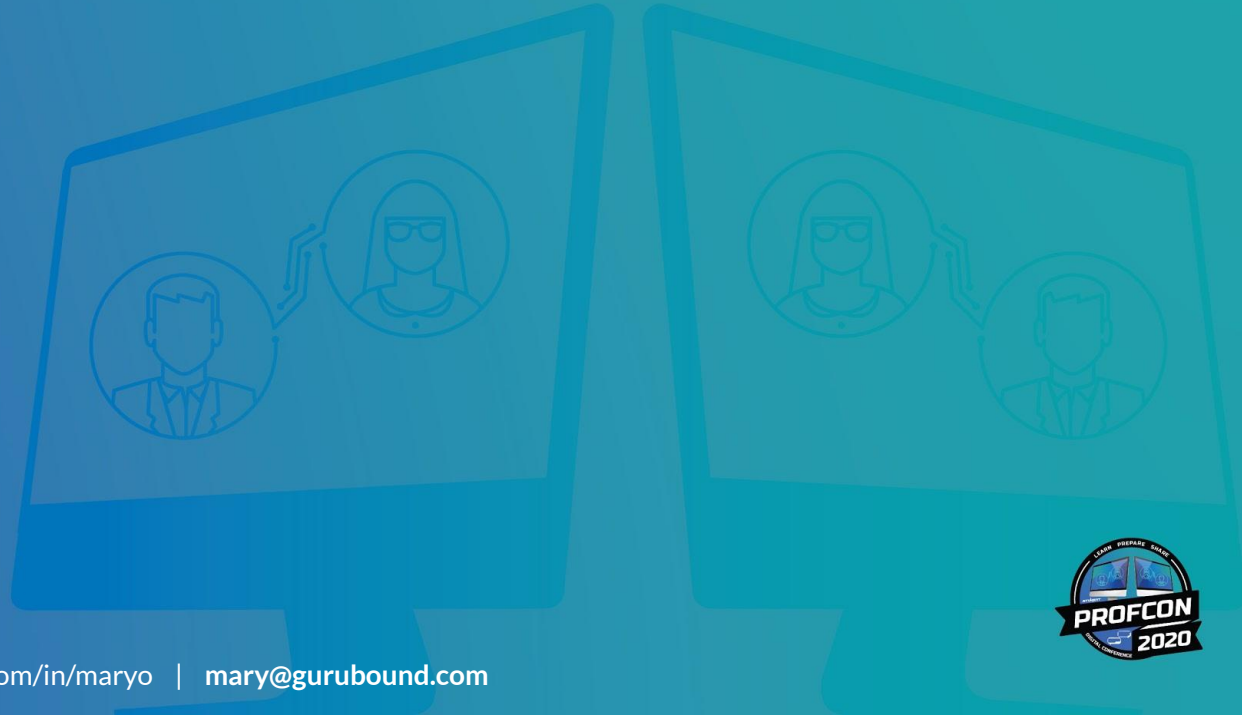


# By the last week, students were beyond *highly engaged*.





*So, how do you...*  
**transition an in-person class into an engaging,  
interactive online course?**



# *So, how do you...* transition an in-person class into an engaging, interactive online course?

**1.**

**Commit to a mastery mindset**

**3.**

**Engage with purposeful  
interactivity**

**2.**

**Simplify the tech**

**4.**

**Be actively present**

# *So, how do you...* transition an in-person class into an engaging, interactive online course?

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*Embrace this mindset*

Your online course is not your  
in-person course repackaged  
for online  
consumption.



# Commit to a mastery mindset

Bloom's Taxonomy



Produce new or original work

Justify a stand or decision

Draw connections among ideas

Use information in new situations

Explain ideas or concepts

Recall facts and basic concepts

# Commit to a mastery mindset



What do I want my students to **be able to do with what they know** by the time they finish my course?

What do I want my students **to know** by the time they finish my course?





# *So, how do you...* transition an in-person class into an engaging, interactive online course?

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# Simplify the tech

## CHAPTER 11: ADVERTISING AND PROMOTION (DUE X/X/XXXX)

### Individual work

- Read Chapter 11 on Stukent
- Complete Chapter 11 quiz on Stukent
- Watch assigned supplemental lectures on YouTube
- Complete individual assignment and upload to folder on LMS

### Group [or individual] work

- Watch assigned real-life applicable video on YouTube
- With your group, answer question x about the assigned video and post your video response in the LMS discussion board
- Comment on another group's post with a different perspective, a deeper perspective, or a counter perspective

*This orange box represents your LMS*

# Simplify the tech

## CHAPTER 11: ADVERTISING AND PROMOTION (DUE X/X/XXXX)

### REMEMBER

#### Individual work

- Read Chapter 11 on Stukent
- Complete Chapter 11 quiz on Stukent

### UNDER- STAND

- Watch assigned supplemental lectures on YouTube

### APPLY

- Complete individual assignment and upload to folder on LMS

### ANALYZE

#### Group [or individual] work

- Watch assigned real-life applicable video on YouTube
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### EVALUATE

### CREATE

*This orange box represents your LMS*

# Simplify the tech

- Email communications
- News Alerts

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# Simplify the tech

- Email communications
- News Alerts

## *Simplified tech*

- Email
- Institution's native LMS
- Stukent
- YouTube
- A familiar conferencing tool such as Zoom, Google Meet, etc.

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# Simplify the tech

## *Tips on using videos for your online class*

- ★ Video lectures should be supplemental to the material, not replacements or regurgitations of the reading material.
- ★ If you don't need to show any slides/content in your videos, record them with your mobile phone.
- ★ If you need to show slides/content in your videos, use Zoom or Loom for the recording. Pro-tip: Leverage Zoom and Loom's *annotation* features.
- ★ Record in 5-7 minute chunks.
- ★ Post videos to YouTube as *unlisted*; then post a link to the videos from your LMS. Pro-tip: Use YouTube's playlist feature to group videos by chapter.



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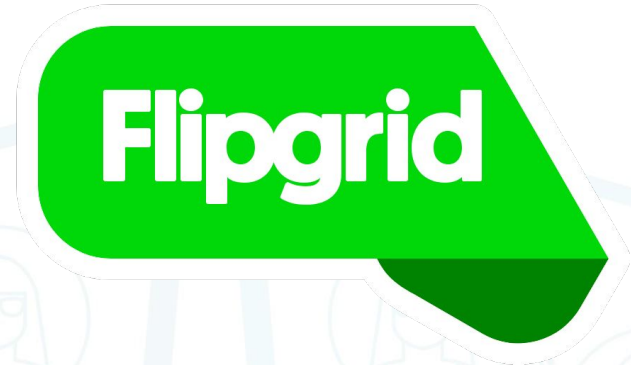
**4.**

**Be actively present**

# Engage with purposeful interactivity



Excellent for packaging a lesson + its corresponding assignments into one interactive experience



Excellent for video-based discussions

# Engage with purposeful interactivity

- Email communications
- News Alerts

## *Simplified tech*

- Email
- Institution's native LMS
- Stukent
- YouTube
- A familiar conferencing tool such as Zoom, Google Meet, etc.
- Nearpod
- Flipgrid

## CHAPTER 11: ADVERTISING AND PROMOTION (DUE X/X/XXXX)

### Individual work

REMEMBER

- Read Chapter 11 on Stukent
- Complete Chapter 11 quiz on Stukent

UNDER-  
STAND

- Complete Nearpod assignment

APPLY

ANALYZE

EVALUATE

CREATE

### Group [or individual] work

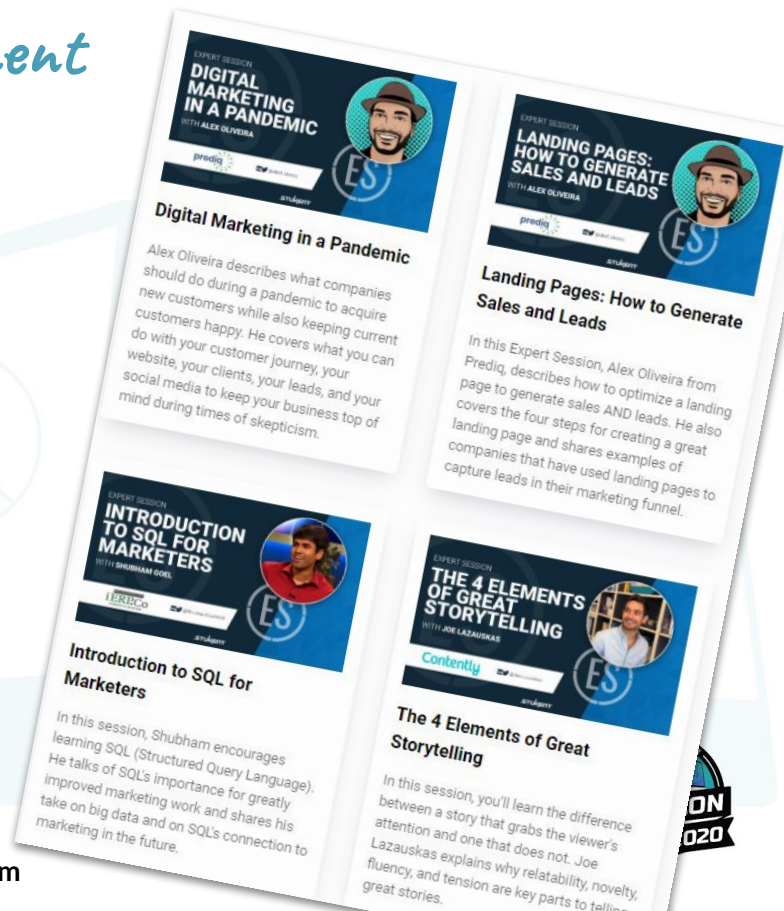
- Complete Flipgrid assignment



# Engage with purposeful interactivity

*Resources for interactivity and engagement*

**Stukent's Expert Sessions**  
[rebrand.ly/stukent-sessions](https://rebrand.ly/stukent-sessions)



# Engage with purposeful interactivity

*Resources for interactivity and engagement*

**Stukent's textbook case studies**  
[rebrand.ly/stukent](https://rebrand.ly/stukent)



# Engage with purposeful interactivity

## *Resources for interactivity and engagement*

McGraw Hill's Marketing Video Library: [rebrand.ly/mh-videos](https://rebrand.ly/mh-videos)

McGraw Hill Education				
Video Date	Title/Video	Run Time	Suggested Discussion Questions with Answers	Primary Topic
3/19/2020	<a href="#">Companies Flood Inboxes with Email Deals Amid Coronavirus Crisis</a>	2:29	<a href="#">Teaching Note</a>	Social and Digital Marketing
3/17/2020	<a href="#">Taste of Texas Delivers Toilet Paper and Food at Emergency Center</a>	1:59	<a href="#">Teaching Note</a>	Marketing Environment
3/6/2020	<a href="#">How Coronavirus Price Gouging is Hurting Consumers</a>	4:23	<a href="#">Teaching Note</a>	Marketing Environment
3/3/2020	<a href="#">Coronavirus Leads to Drop in Advertising Sales</a>	5:41	<a href="#">Teaching Note</a>	Marketing Environment
2/5/2020	<a href="#">Facebook Fights Spread of Coronavirus Misinformation</a>	4:41	<a href="#">Teaching Note</a>	Marketing Environment
11/11/2019	<a href="#">Comfort vs. Privacy in a Connected World</a>	3:01	<a href="#">Teaching Note</a>	Marketing Environment
11/11/2019	<a href="#">Instagram to Hide Likes for Some U.S. Users</a>	5:20	<a href="#">Teaching Note</a>	Social and Digital Marketing
11/11/2019	<a href="#">Comfort vs. Privacy in a Connected World</a>	3:01	<a href="#">Teaching Note</a>	Marketing Ethics
10/1/2019	<a href="#">TJ Maxx is Thriving in the Retail Apocalypse</a>	5:29	<a href="#">Teaching Note</a>	Retailing and Omnichannel Management
9/20/2019	<a href="#">How Balding Became Big Business</a>	6:26	<a href="#">Teaching Note</a>	Consumer Behavior
9/20/2019	<a href="#">Malls of the Future are Re-Inventing Retail</a>	8:22	<a href="#">Teaching Note</a>	Retailing and Omnichannel Management
9/6/2019	<a href="#">YouTube Hit with Fine for Violating Childrens Privacy</a>	4:52	<a href="#">Teaching Note</a>	Marketing Ethics
9/3/2019	<a href="#">Snobby Employees May Inadvertently Increase Sales</a>	5:10	<a href="#">Teaching Note</a>	Retailing and Omnichannel Management
8/26/2019	<a href="#">How the RealReal Cashes in on Pre-Owned Luxury Brands</a>	6:03	<a href="#">Teaching Note</a>	Segmentation
5/23/2019	<a href="#">How Tariffs Could Impact Your Home Renovation</a>	5:26	<a href="#">Teaching Note</a>	Global Marketing
5/23/2019	<a href="#">Does End of GOT Mean Subscriber Churn for HBO?</a>	2:00	<a href="#">Teaching Note</a>	Overview of Marketing
5/17/2019	<a href="#">The Math PhD Turning Basketball into a Science</a>	8:05	<a href="#">Teaching Note</a>	Marketing Environment
4/18/2019	<a href="#">Tik Tok's Owner is Taking over the World</a>	5:04	<a href="#">Teaching Note</a>	Social and Digital Marketing



# Engage with purposeful interactivity

*Resources for interactivity and engagement*

**The K. Patricia Cross Academy**  
[rebrand.ly/cross-academy](https://rebrand.ly/cross-academy)



# Engage with purposeful interactivity

*Resources for interactivity and engagement*

**Connect with me**  
[gurubound.com](https://gurubound.com)



# *So, how do you...* transition an in-person class into an engaging, interactive online course?

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# Be actively present

“Students should not feel that your course is a self-paced instructorless experience.”

**Mark Gallimore**

Center for Online Learning & Innovation  
Canisius College



# Be actively present

*Give and welcome feedback often*

Routine Polls



Kindness Polls



One-on-one Check-ins



# Be actively present

*Virtual office hours*

Meetingbird.com



*Show, don't tell*

Loom.com





# Be actively present

*Consider holding a handful of pre-scheduled virtual classes*

zoom



Google Meet



So, how do you...  
transition an  
in-person class  
into an engaging,  
interactive online  
course?

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[mary@gurubound.com](mailto:mary@gurubound.com)



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Remember: Your online course is not your in-person  
course repackaged for online consumption.

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