

Online Teaching Guide

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Online Class Adaptation Overview — Tips and Resources

This guide contains general resources, tips, and tricks for taking assignments and creating engagement and interaction with them online. Specific online engagement ideas for assignments and Video Case Studies are available in the Assignment Instructor Guides and Video Case Study Case Outlines. For some chapters, there are assignments available designed specifically with online teaching in mind.

For those teaching live, online lectures via Zoom, Microsoft Teams, or other platforms, there are engagement ideas to use in classes taught via those platforms and Kahoot quizzes to help create interaction and competition during live classes.

Online Teaching Tools

There are now many (many) free online tools for facilitating online or blended learning. Here are a few helpful tools. The following criteria were used to choose the tools:

- Very easy to learn (little to no learning curve)
- Able to be used throughout semester for different topics
- Has available free accounts
- If possible, allows students to use without account sign-up

Some of the tools will even integrate well into an LMS. The general overviews are listed below.

Important note on ADA accessibility: Many of the online teaching tools listed in this guide have built-in features to make the videos and other media more accessible. For instance, Flipgrid provides auto-captioning for uploaded videos as a default setting. For any of the activities or tools discussed, make sure that all tool, LMS, or other settings are used to meet ADA standards.

Creating a Course — A Few Helpful Online Tools

Peer Evaluations

- <https://teammatesv4.appspot.com/> — Free

Office Hours

- [Appoint.ly](https://appoint.ly) — Free, basic version
- <https://calendly.com/> — Free, basic version

Creating Screen-capture Videos

- [Screencastify](#): Screencastify records your screen and/or webcam to help you create tutorials or lectures over your slides. It is also great for teaching software or showing anything on the web to your class in videos.
 - Pricing:
 - Limited version: Free
 - Unlimited version with an educational discount: \$29 per person per year
 - [Video tutorial](#)
- [Screencast-O-Matic](#): Screencast-O-Matic records your screen and/or webcam to help you create tutorials or lectures over your slides. It is also great for teaching software or showing anything on the web to your class in videos.
 - Pricing:
 - Branded version: Free
 - Deluxe version: \$19.80 per year

Tools for Facilitating Engagement in Asynchronous Classes (with an LMS)

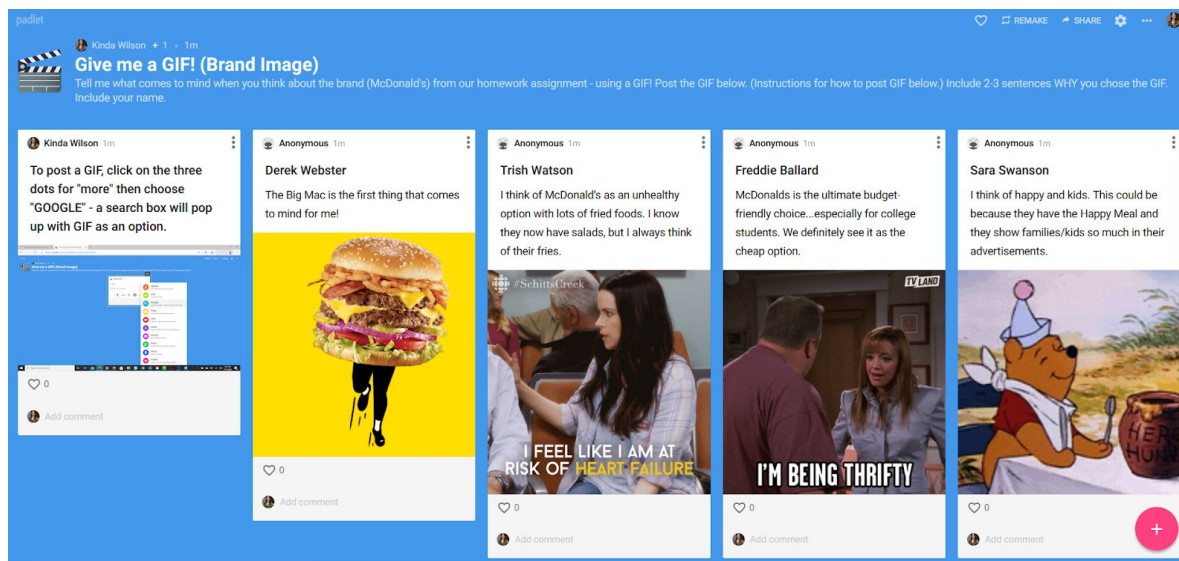
[Padlet](#)

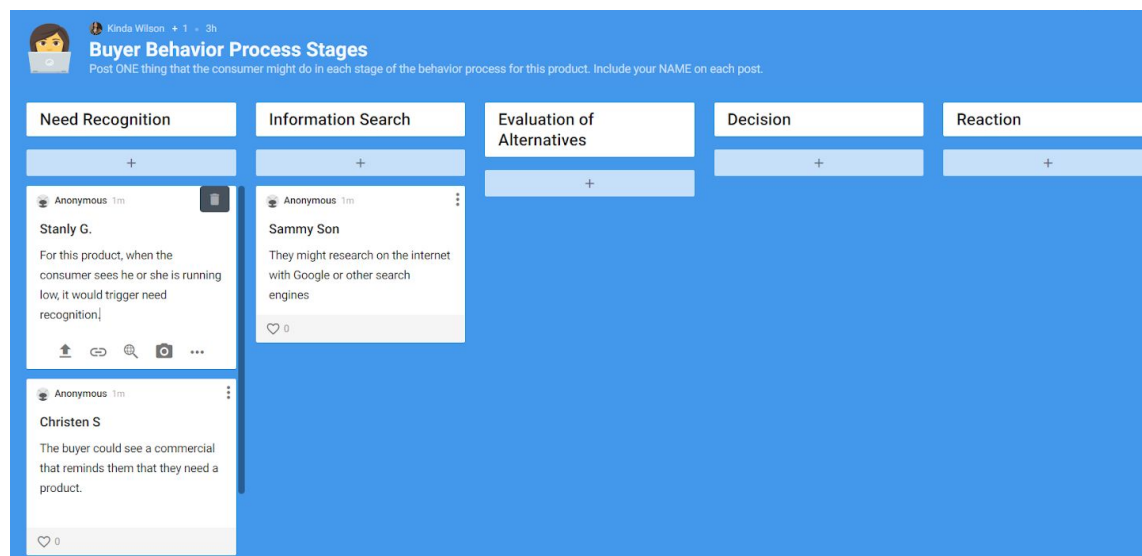
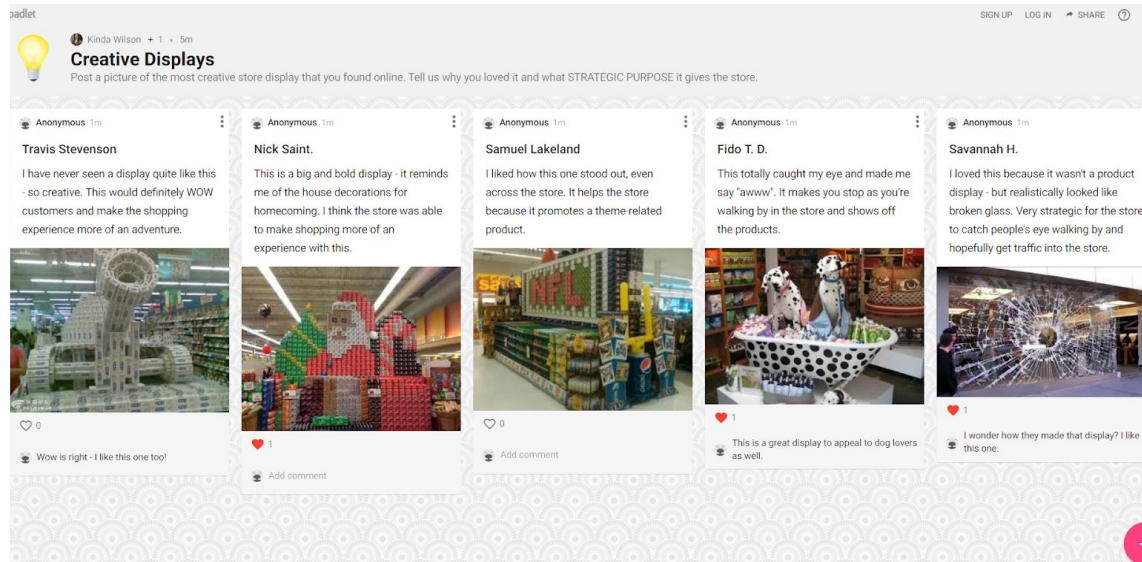
Padlet allows students to upload almost any file type from their computers or to embed web links and display them in a visual format. The site has several layouts to choose from. The main upside to using Padlet over a discussion board is that it presents all of the images in an appealing, visual format. Students can scan the posts and see all the images that have been posted (or preview images from web links). They can also respond to each others' posts and even like or rate them. It also allows instructors to mix things up. For example, instructors can require students to post a GIF, an image, or a website. Instructors also have the option to score student posts, but this does not integrate into the LMS grading system.

- **Works great when** students can answer in a short format (long paragraphs work better in discussion boards) and when there is a visual element to their answers.

- **Pricing:**
 - Basic version: Free to use on up to three Padlets
 - Free 30-day trial for university integration
- [Video tutorial](#)
- **Note:** If you have students post anonymously instead of creating accounts, they'll need to put their names in their posts so that you can know who they are.
- **LMS integration and grading:** Padlet does have an option to integrate into an LMS and show the specific Padlet in an assignment. When you choose this option, it asks that students list their names before posting to the Padlet. While this is an option, Padlet doesn't integrate with the LMS grade book. So, it doesn't automatically import any scores that you give to posts.
 - **Sharing a Padlet via URL or embed code** — You can also easily share a Padlet with students in other ways, such as setting the Padlet share settings to "Secret...visitors can WRITE to the Padlet." Then, you can simply embed the Padlet into a discussion post or post the link anywhere in your LMS. With this option, all students not logged into Padlet will be shown as "anonymous" and will need to include their names in their posts.

Examples:





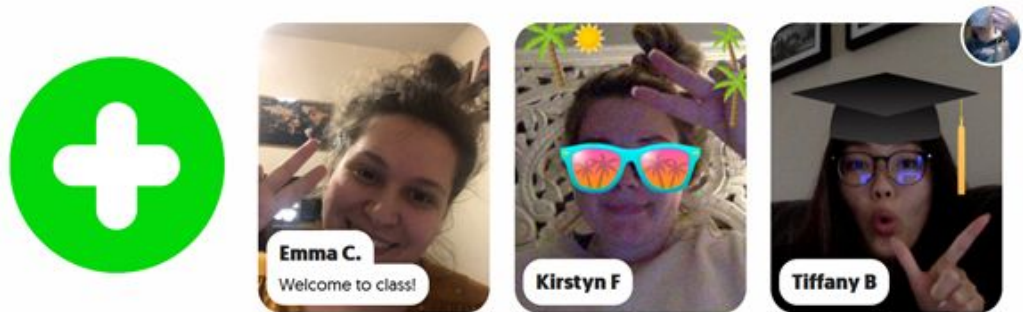
Flipgrid - Flipgrid is a “free, simple way to foster short video-based discussions on classroom topics.” As an instructor, you can ask a discussion question, and students can answer by easily adding short videos through the program. They can also reply to each others’ videos, add filters, text, or even draw in the video. Another upside to Flipgrid is that you can integrate it quite easily into an LMS assignment and grade the posts within the LMS.

- Works great for:** Using Flipgrid is a way to make discussions a little different. For instance, you can require that students answer in a creative way, such as drawing a certain concept in the video as they explain it. It also works well for beginning-of-semester introductions, icebreakers, or any project where students could act out or illustrate an answer with video. Also, the students don’t need to use any separate video editing program when they use Flipgrid. As an instructor, you can use

Flipgrid in an assignment (see LMS integration below) or embed a Flipgrid in a discussion.

- **Pricing:** Free account for all educational uses
- **[Video tutorial](#)**
- **Flipgrid remote learning resources:** <https://blog.flipgrid.com/news/remoteteaching>
- **Important note:** Flipgrid videos have a default setting of auto captioning to be ADA compliant
<https://help.flipgrid.com/hc/en-us/articles/360040764374-Closed-Captions-editing-changing-the-language-and-disabling>
- **LMS integration:** Flipgrid LMS integration is a fairly simple setup. Once you have the app set up in your LMS, you can choose it in your assignment. With Canvas, students are automatically logged in via the LMS when they click on Flipgrid — they don't need to create separate accounts, and their names are shown in Flipgrid. Also, you can grade a student's video within the LMS.
 - **Flipgrid Canvas integration information:**
<https://help.flipgrid.com/hc/en-us/articles/115002727834-Canvas-LTI-Integration>

3 Responses 1 Reply 68 views 0.2h of shared learning



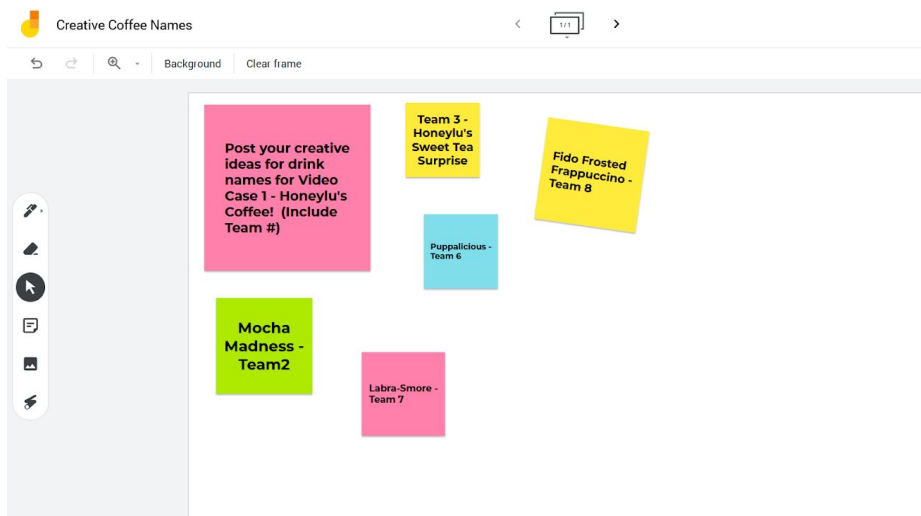
[\(Google\) Jamboard](#) — Jamboard is a live, interactive whiteboard. Students can post on it throughout the week when it is used for asynchronous learning, much like they would on a discussion board. Although you can only post small amounts of text (not lengthy paragraphs as in a discussion board), it does allow you to see the answers in a visual form, which is important for some questions. For instance, if you wanted to know what pricing answers students picked, you could create a pricing spectrum as a photo in the background and have students post a sticky note along the spectrum as to what product prices they chose. That makes it easy to see where all student answers landed.

How it works: In general, you create a board, share the link, and students can post ideas. You'll need a Google account to create a board. Although accounts are through Google,

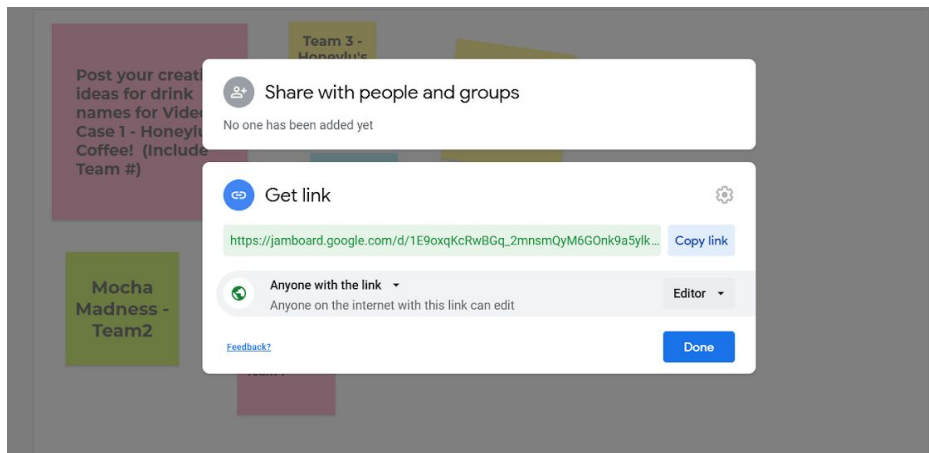
students can post without logging in if you wish, depending on the board settings. Jamboard has a very clean, intuitive layout with almost no learning curve for students. They can click the sticky note icon on the left side and make posts.

You can also create Jamboard templates with share settings to where all students get their own copies of the Jamboard. They could then each complete it for their own homework assignment and turn it in individually. For instance, you could take a positioning matrix template and pass it out to all students, asking that they each plot all products on their matrices.

- **Pricing:** Free account
- [Video tutorial](#)
- **Note:** Names aren't automatically on the sticky notes, so you'll need to ask students to include their names. Be aware that if you have any mischievous students, you might need to monitor the discussion.



- **Note:** If you want students to be able to post as well, be sure to change share settings to “Anyone with the link can EDIT(OR).” (See below.)

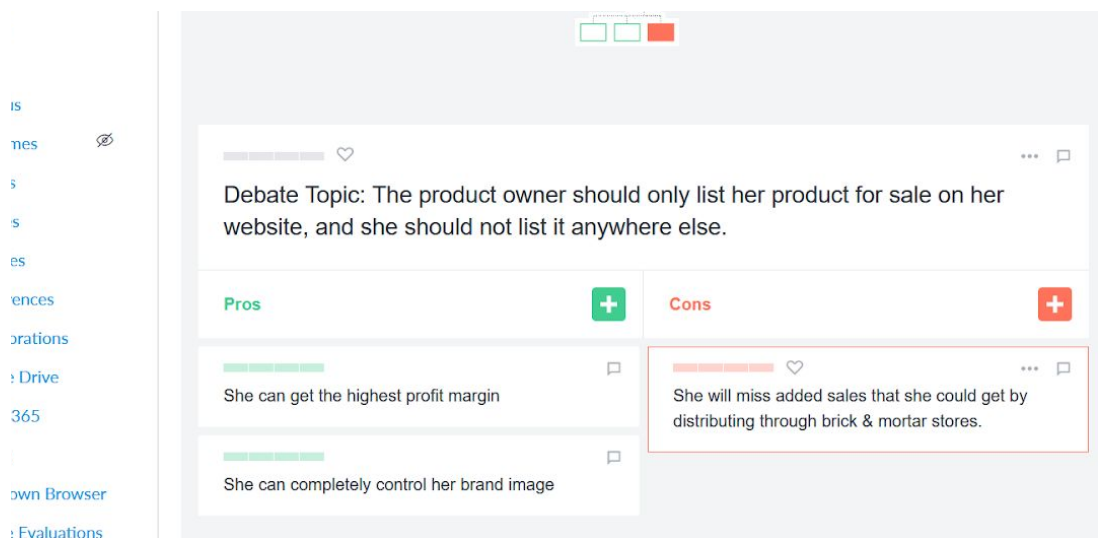


[Kialo](#) — Kialo is “the world’s largest argument mapping and debate site, specifically designed for classroom use. Its clear, visually compelling format makes it easy to follow the logical structure of a discussion and facilitates thoughtful collaboration.” With Kialo, you can post a

premise or debate topic and have students post arguments on either side. (See below example.) You can also allow for voting on each pro or con that the students post, and the highest-rated argument on either side is automatically moved to the top. Students can also post replies or comments to each others' arguments.

Although Kialo is easily embedded into the HTML of an LMS discussion, it doesn't fully integrate with the LMS for student accounts, and it requires that students create a free account before posting. Students can, however, sign in with their Google accounts. This short set-up might be worth it if you plan on using Kialo more than once throughout the semester.

- **Pricing:** Free account for educators
- **Tutorial page on LMS integration:**
<https://support.kialo-edu.com/hc/en-us/articles/360045968692-Embedding-Kialo-in-Learning-Management-Systems>
- **Pros:** Free account, very easy set-up to create the first discussion, and very simple, intuitive layout. It does make for an interesting, visual way to structure a discussion question.
- **Cons:** It requires students to create a free account before posting. Students can use their Google accounts to sign in. There is no integration for grading through the LMS.



Tools for Facilitating Engagement in Synchronous, Remote Classes

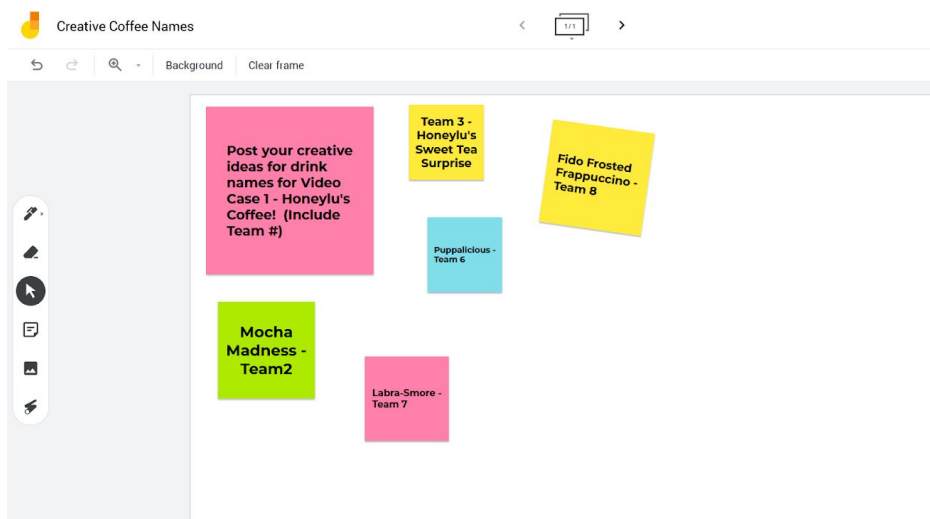
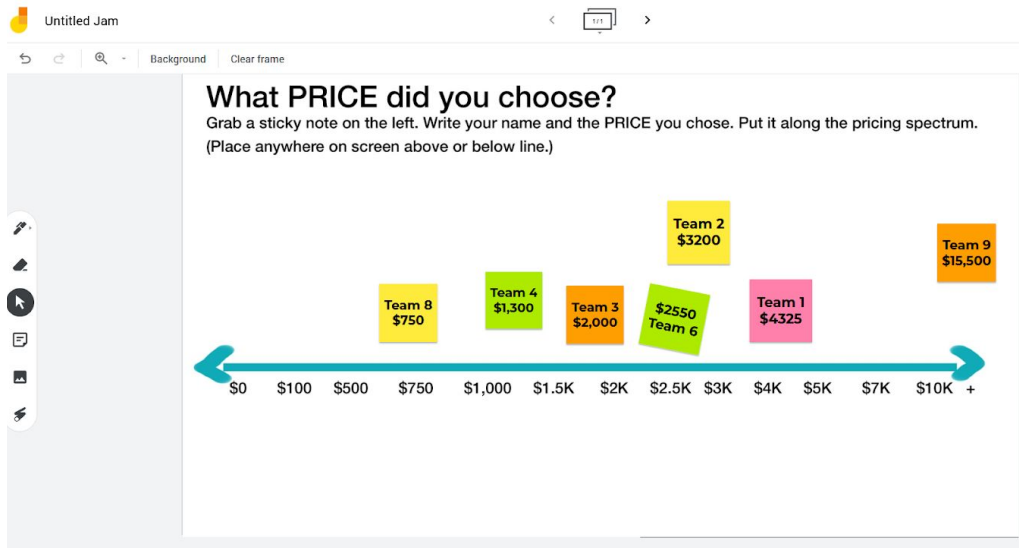
(i.e., in a live, online class taught via Zoom)

Kahoot! — Kahoot! is a live, interactive, competitive quiz website. Students can use their laptops or phones to answer questions. You can use Kahoot! for quizzes to gauge knowledge, polls, puzzle questions, or even for presenting slides. It's great to use at the beginning, middle, or end of a class to see how well students have picked up previous information. Its fun, competitive element brings energy into the class.

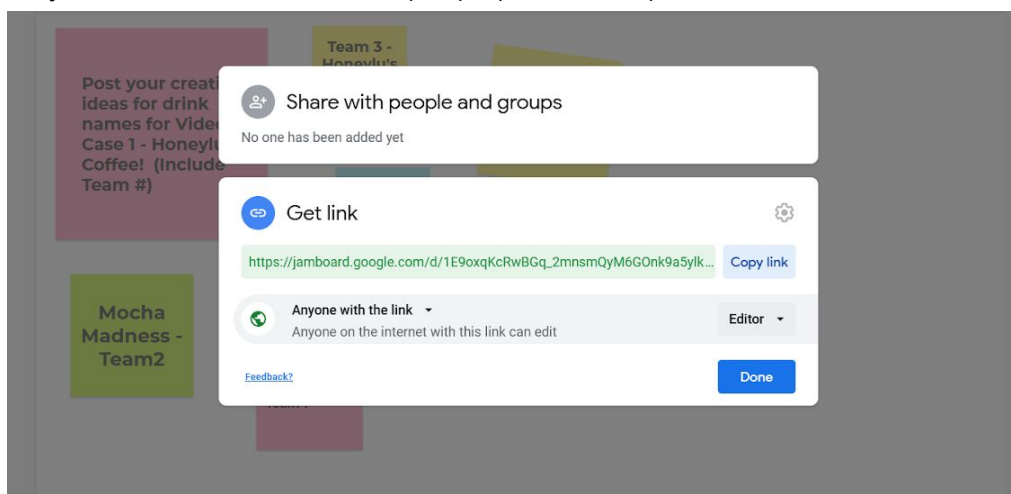
- **Pricing:** Free account
- **Note:** There are premade Kahoot! quizzes available for each “Modern Marketing Principles” chapter. There are links included in each chapter’s lesson plan.
- **Note:** Students do NOT have to create accounts, but rather, have to list their names. You may choose to put guidelines on nicknames.
- **Note:** You can easily incentivize competition by giving bonus points to the top scorers of the game.

Jamboard — A live, interactive whiteboard. Create a board, share the link, and students can post ideas in real time. You’ll need a Google account to create a board. Although accounts are through Google, students can post without logging in if you wish, depending on the board settings. Jamboard has a very clean, intuitive layout with almost no learning curve for students. They can click the sticky note icon on the left side and make a post.

- **Pricing:** Free account
- **Video tutorial**
- **Note:** Names aren’t automatically on the sticky notes, so you’ll need to ask students to include their names. Be aware that if you have any mischievous students, you might need to monitor the discussion.

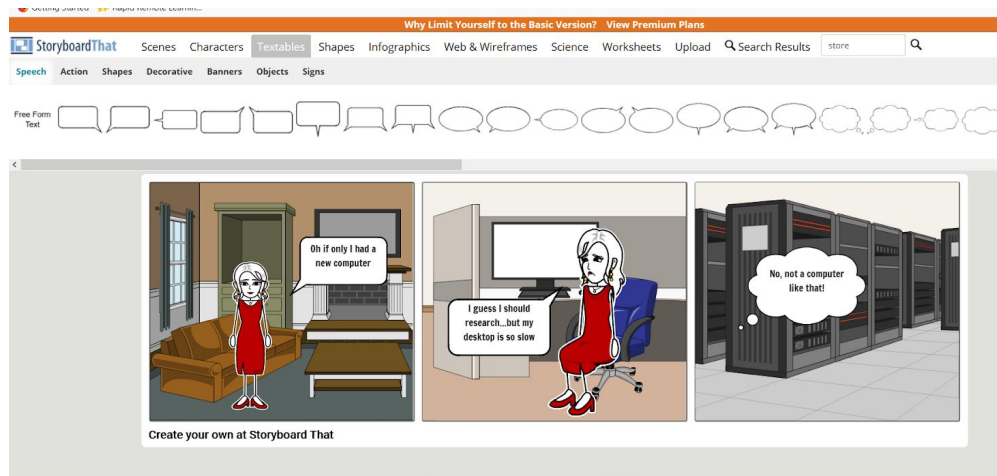


- Note:** If you want students to be able to post as well, be sure to change share settings to “Anyone with the link can EDIT(OR).” (See below.)

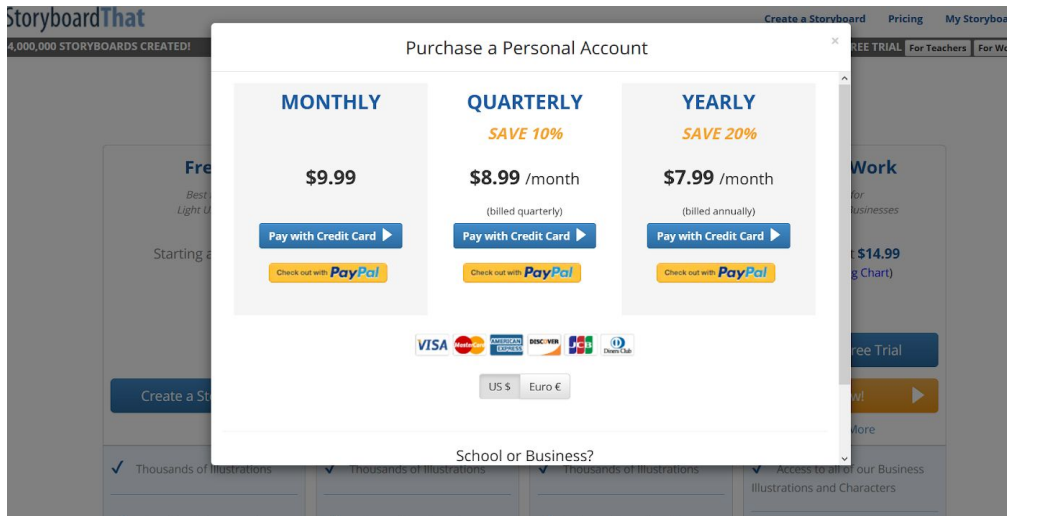


Tools for Making Creative Online Assignments

StoryboardThat — Allows students to choose from a wide variety of options to create detailed storyboards, complete with characters, scenes, and speech bubbles.



- **Pricing:**
 - Free, basic account
 - If you want to assign items through the platform, teacher accounts start at \$5.99/month. Note that it only requires a student to create a free account after they have finished creating the storyboard (before they can save it). If you go to the root of the site (storyboardthat.com) and then click "Pricing," it creates a pop-up that doesn't show the free account. Click off of the pop-up, and on the screen below, it shows the free, basic version. If you use the link provided here though, it will take you directly to where you create storyboards, which might be less confusing for students.
- **Note:** If you want to avoid accounts at all, you could have the students screenshot their storyboards and upload the screenshots instead of saving the storyboard.



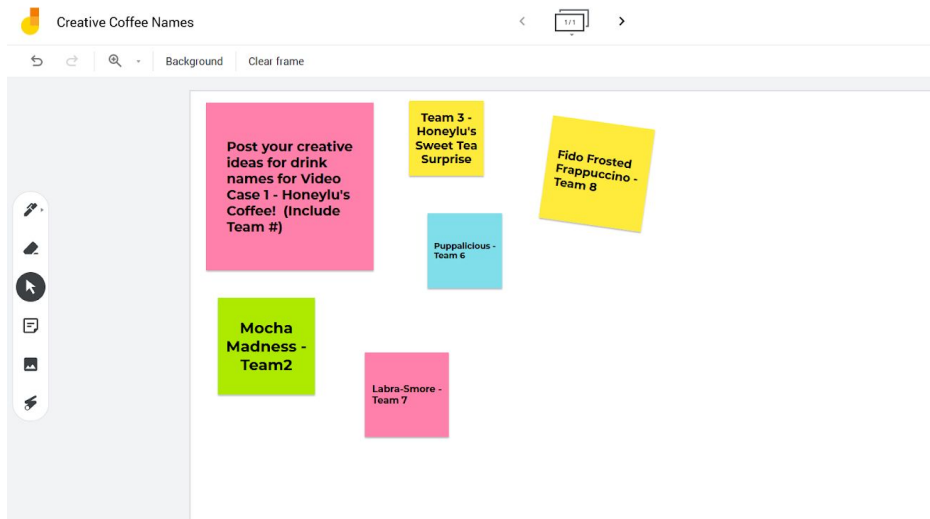
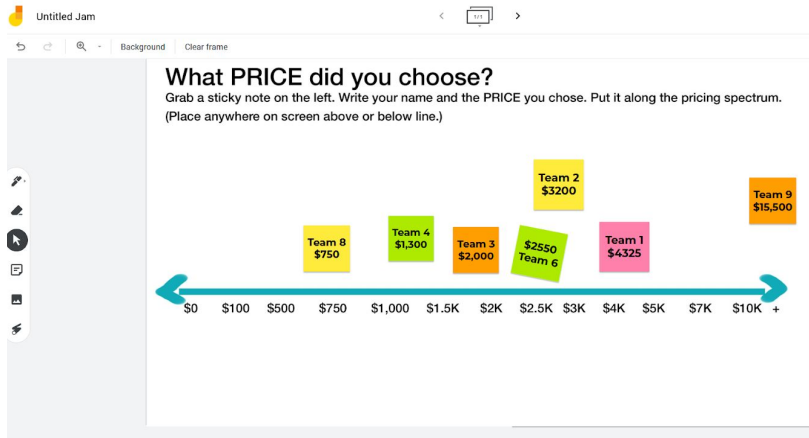
Pricing Options For Storyboard That

US \$ Euro €			
Free <i>Best for Light Usage</i> Starting at Free! Create a Storyboard	For Fun <i>Best for Creating Storyboards just for Fun</i> Starting at \$9.99 Buy Now!	For Teachers <i>Best for Teachers, Schools, and Districts</i> Starting at \$8.99 (See Single Teacher Pricing) (See Department/School Pricing) Start My Free Trial Buy Now!	For Work <i>Best for Teams and Businesses</i> Starting at \$14.99 (See Pricing Chart) Start My Free Trial Buy Now!
✓ Thousands of Illustrations ✓ 2 Storyboards per Week	✓ Thousands of Illustrations ✓ Unlimited Storyboards	✓ Thousands of Illustrations ✓ Unlimited Storyboards	✓ Access to all of our Business Illustrations and Characters ✓ Unlimited Storyboards

Jamboard — A live, interactive whiteboard. This is great for any live brainstorming or short answers during live, remote classes. You'll need a Google account to create a board. Jamboard has a very clean, intuitive layout with almost no learning curve for students. They can click the sticky note icon on the left side and make posts.

This is a great option for live, remote classes where you aren't able to all brainstorm ideas in class on a physical whiteboard. Also, students who might not feel comfortable verbally joining in the video discussion can easily add their answers via a sticky note. Plus, it lets you and the class see a visual of all of the answers, which is especially important when ranking answers or when answer placement is important (such as the pricing spectrum below). There are free templates available for several activities throughout this guide.

- **Pricing:** Free account
- [Video tutorial](#)



- **Note:** If you want students to be able to post as well, be sure to change share settings to “Anyone with the link can EDIT(OR).”

Online Activity Ideas — Specific Activity Ideas to Apply to Any Topic

These activity template ideas can be adjusted to fit many topic areas. Most instructors will find a favorite or two and use them throughout the semester. You'll find that some of these activities fit very well with a specific type of question (such as the sticky note spectrum working for number-oriented answers). Other topics could work on a few, similar-type activity templates. Most activities can apply to an individual or team format as well.

Almost all of the activities can be done via a discussion board, but you'll notice that most have tool integration options listed to really bring them to life. The tool options are briefly listed, but you can refer to the "Online Teaching Tool" section for more details on each app.

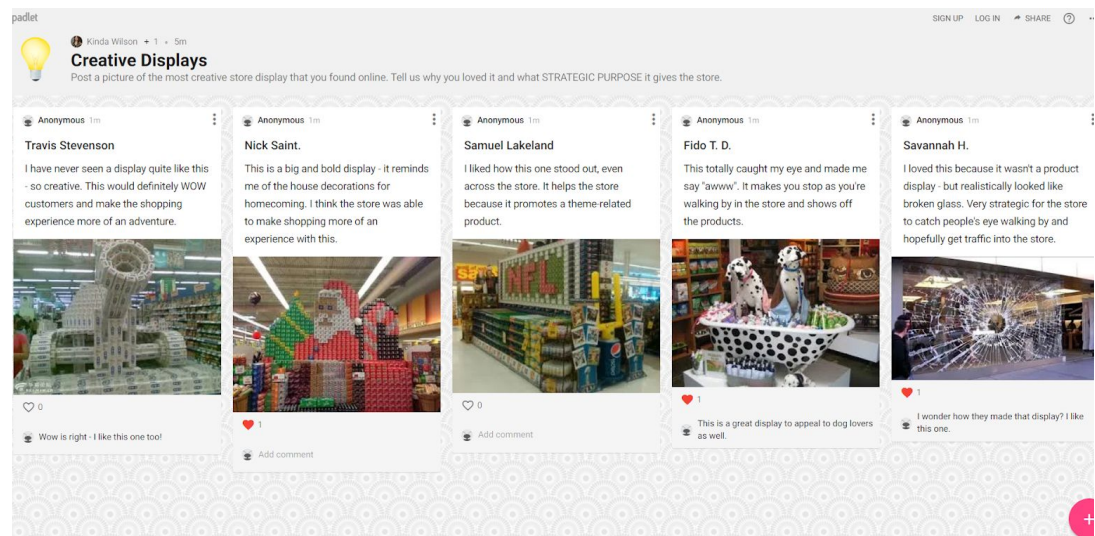
The activities in this section include:

- 1. Best Idea**
 - a. Tool integration options: Padlet
- 2. Short and Sweet Video Feedback**
 - a. Tool integration option: Flipgrid
- 3. Put It to a Vote!**
 - a. Tool integration option: Google Jamboard
- 4. Give Me a GIF!**
 - a. Tool integration option: Padlet
- 5. Sticky Note Spectrum (virtual version)**
 - a. Tool integration option: Google Jamboard
- 6. Create a Debate!**
 - a. Tool integration option: Kialo
- 7. Gallery Walk / Interview (virtual version)**
 - a. Tool integration options: Padlet, Flipgrid
- 8. Teach It!**
 - a. Tool integration options: Padlet, Flipgrid
- 9. One-sentence Takeaway (virtual version)**
- 10. Break It Up!**
- 11. Categories**
 - a. Tool integration option: Padlet
- 12. Showing the Best (for live classes)**

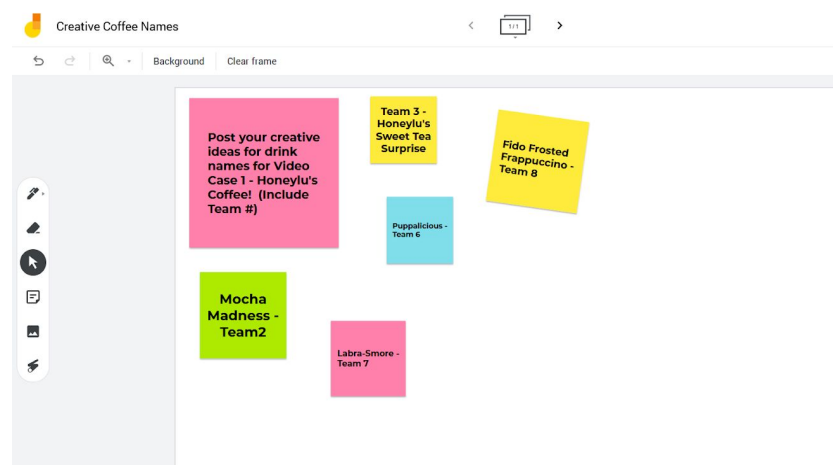
1. Best Idea (large or small class — individual or team)

Have students post their best creative ideas from the assignment/case. Have each student comment on at least three other ideas. Have each student “like” the one he or she thinks is best. This can also be used as a brainstorm-board option for the class to brainstorm ideas for any topic.

- **Optional contest:** Give the three highest-voted posts a bonus-point, creativity award.
- **Tool integration option: Padlet**
 - Use a Padlet to which students can post. With a Padlet, students can also upload images representing their ideas. (See the below example of students using a Padlet to share the most creative store displays that they found.)



- **Tool integration option: Google Jamboard**
 - There is very little to set up for this one. Use a blank Jamboard to have students post a short version of their best or most creative ideas or have them brainstorm ideas.



- **Note:** If you want students to be able to post to the board as well, remember to set the link share settings to “Anyone with this link can EDIT(OR).”

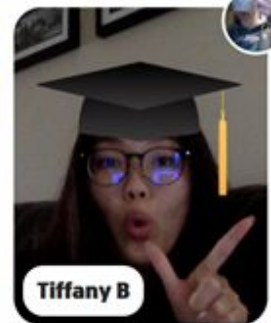
- **Note:** Those that post their ideas earlier may have greater chances to get more votes. Consider this a bonus for working ahead.
- **Note:** If you have the students post anonymously on either Padlet or Google Jamboard (instead of creating accounts on Padlet), they'll need to put their names in their posts somewhere so that you can know who they are.

2. Short and Sweet Video Feedback (any size class — individual or team)

Have students make ten-second videos explaining what they thought about something. It can be their answers to a question on a homework assignment or anything else related to a project, case, or homework. Have them post their videos in discussions. You can require that each student also comment on two other feedback videos.

- **Tool integration option:** [Flipgrid](#)
 - You can integrate Flipgrid into an LMS assignment to allow for fun, easy video posting and responses. This would still essentially be a discussion, but it would be set up as an assignment.

3 Responses 1 Reply 68 views 0.2h of shared learning



[Legal](#) [Help Center](#) [Blog](#) [Resources](#) [Contact](#) [@Flipgrid](#)

- **Note:** You may want to set the LMS discussion board settings to require students to post before they can only view the other students' video responses.

3. Put It to a Vote! (Any class size)

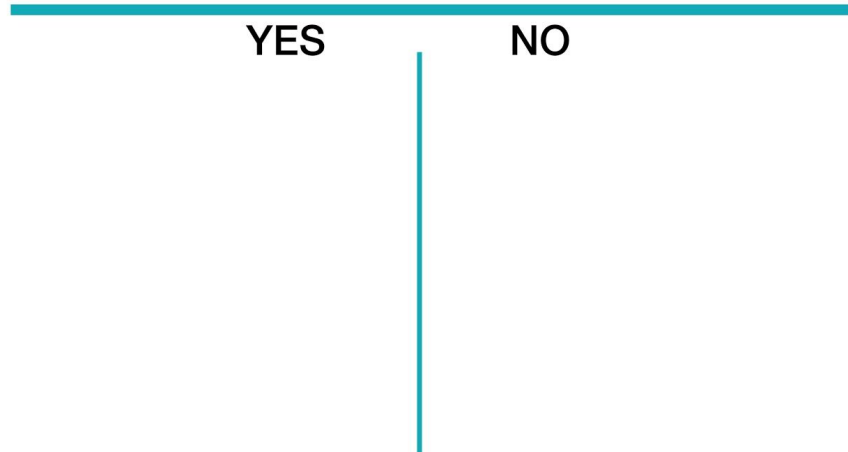
Ask students to choose sides for a topic, such as YES or NO, and explain their sides

- **Tool integration option:** [Google Jamboard](#)
- Use Google Jamboard to visually show student answers. They choose their answers and then post them on a sticky board on their sides. You can choose whether or not they include their names, team names, or explanations of their answers. You can do this during the week or live, during a remote class. You can even break the class out into teams via Zoom (or other program) chatrooms. Then, have them answer the questions live, during class on the Jamboard. You can then discuss with students why they

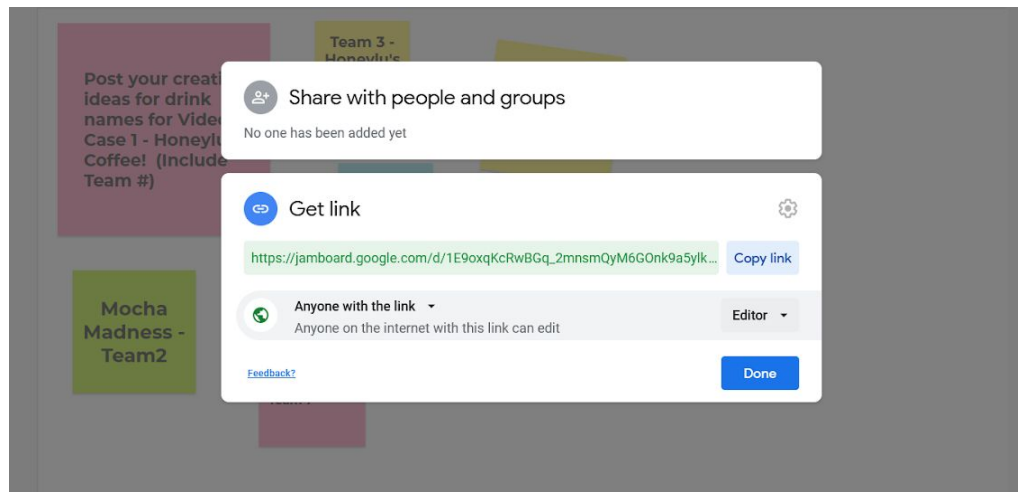
answered the ways they did and point out anything interesting with the way the class voted.

- **Generic Jamboard template to download for voting YES or NO:**
<https://jamboard.google.com/d/1nKlqkFBI85FkoP7kma5YayWyUKG08iCELLyDsOPwT5c/edit?usp=sharing>
- **Preview of Google Jamboard template:**

Grab a sticky note on the left. Write your name/team. Then put it on your side!
(Option: Say why or why not in SHORT answer on your sticky note)



- **Note:** Names aren't automatically on the sticky notes, so you'll need to ask students to include their names. Be aware that if you have any mischievous students, you might need to monitor the discussion.
- **Note:** If you want students to be able to post as well, be sure to change share settings to "Anyone with the link can EDIT(OR)." (See below.)



- **Live class option:** Take advantage of the Zoom or Microsoft Teams poll feature for an easy way to manage polling. Or, use the Google Jamboard as described above.

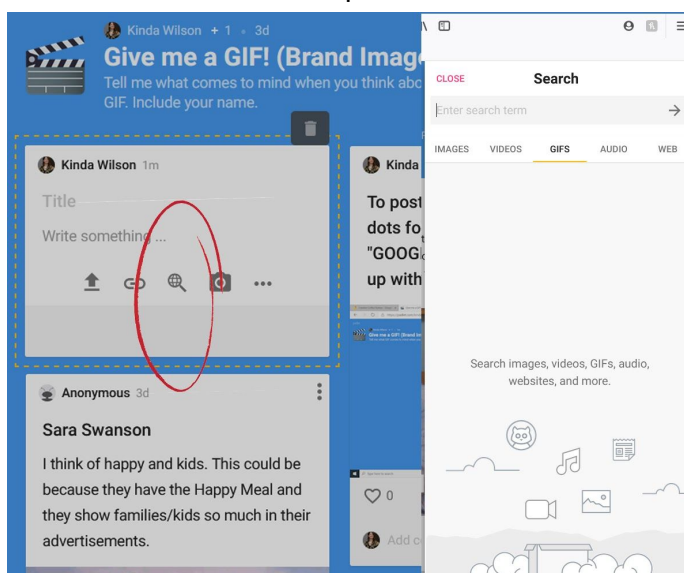
- **Note:** Picking questions with no clear, correct answer can be a great way to engage students in discussion. Students may be more likely to defend an answer they made (yes versus no) rather than just offer up a discussion comment without prompting.

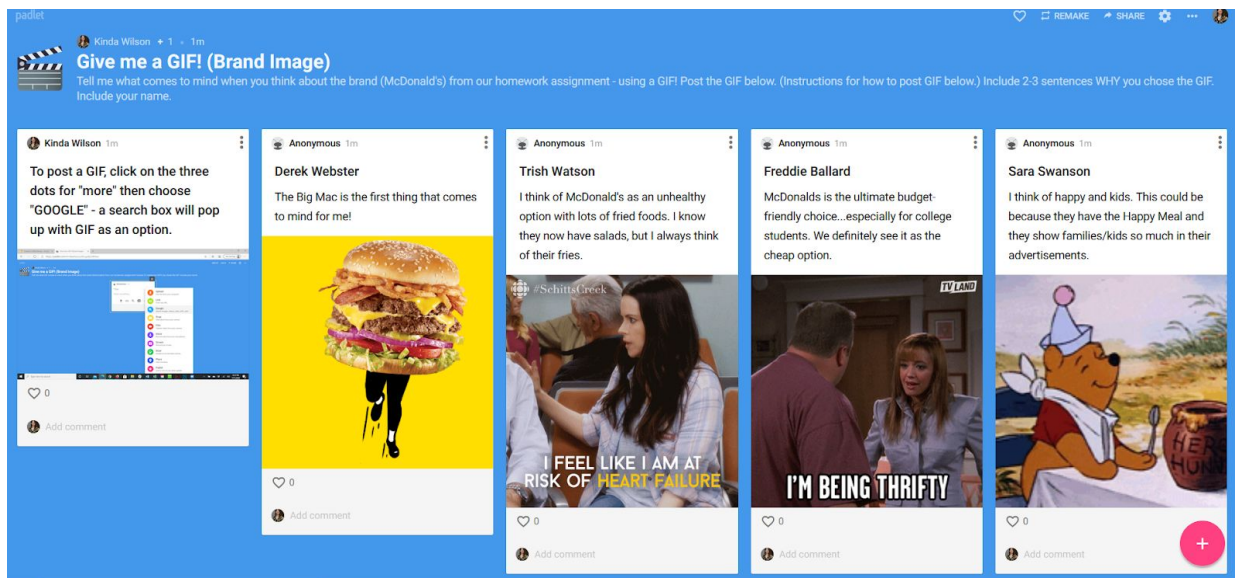
4. Give Me a GIF! (any class size)

Try non-conventional discussion responses. Can students answer a question with GIFs?

Bitmojis? Drawings they scan and upload? Have each student post a GIF, etc. that represents something. Then ask each student to explain why he or she chose this GIF or drawing.

- Example questions could be:
 - “How do you feel about this concept? Give me your best GIF that describes your feeling, and explain why you chose it.”
 - “What GIF would best represent this brand’s decision? Post your GIF answer and three sentences why you chose it.” They can post their answers on a discussion board throughout the week.
- **Competition option:** Have students vote for or like their favorite posted GIFs. Discuss the class favorite and/or give a bonus-point award to the winner.
- **Tool integration option: Giphy**
 - Here, students can access free GIFs.
- **Tool integration option: Padlet**
 - Create a Padlet on which students can post throughout the week. This gives a really interesting visual display of all of the GIFs posted together. Padlet has an option to share a GIF on each board. Reference the Padlet overview for details. Note that if you have the students post anonymously instead of creating accounts, they’ll need to put their names in their posts somewhere so that you can know who they are.
- To search for GIFs, click the “search” icon, and a GIF search will pop up. You can also click the three dots on the post for the “search” and many other options.

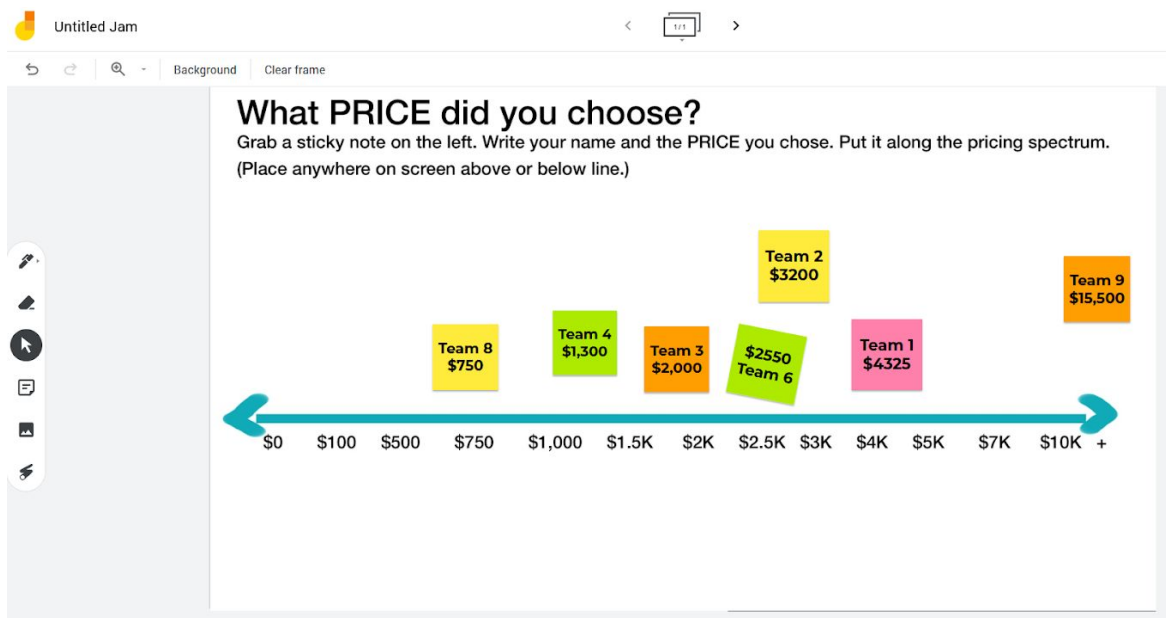




- **Note:** You may want to add a reminder for students to only submit appropriate or PG-rated GIFs.

5. Sticky Note Spectrum (virtual version)

This is a virtual version of the in-class, Sticky Note Spectrum activity. This one really works best by using a tool such as Google Jamboard. In Google Jamboard, either draw a spectrum of prices or upload an image with the appropriate prices on the scale. Then, have students post a sticky note along the spectrum, indicating their names or team names and the prices they chose. Note that for the cases where a Sticky Note Spectrum activity is recommended, there is a customized template you can download for the activity.

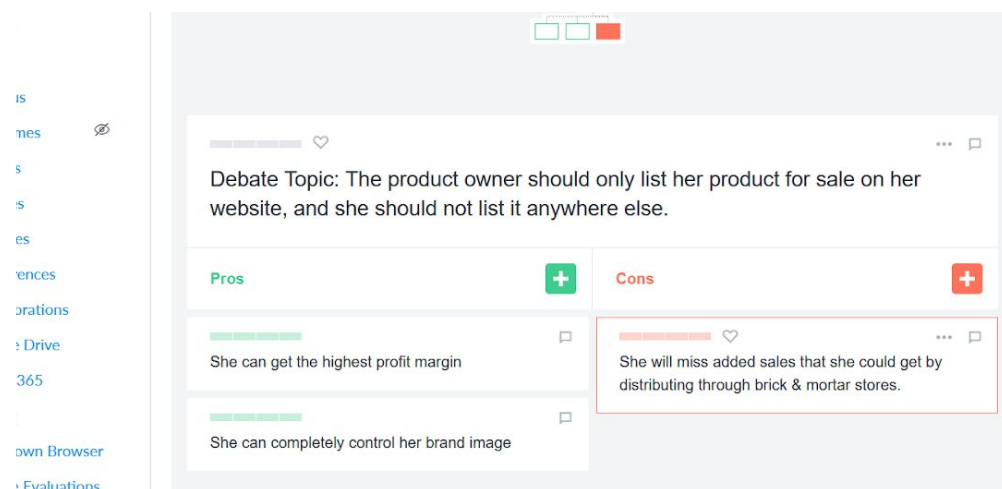


- **Ways to use activity:** You can do this live, during a remote class or asynchronously throughout the week (although this might give students some clue as to the others' answers before finishing the homework themselves). You can also ask a pricing question during a live/synchronous class, break the students into groups to discuss it, and then have them post the answers live on the board.
- **Note:** Names aren't automatically on the sticky notes, so you'll need to ask students to include their names.
- **Note:** If you want students to be able to post as well, be sure to change share settings to "Anyone with the link can EDIT(OR)."

6. Create a Debate! (any size class)

Have the class argue for or against a strategy. You can let the students choose sides or divide the class in half and assign half to the "for" side and the other to the "against" side of the debate. Post your premise in the LMS discussion board. The students can post their best reasonings (for or against) below it and respond to others.

- **Tool integration option: Kialo**
 - Use Kialo to have a more structured debate throughout the week. Post your debate topic and have students post pros or cons for either side (see the below Kialo example). You can either have them choose sides or assign students to either side. You can also allow for voting on each pro or con that the students post, and the highest-rated argument on either side will automatically move to the top.
 - **Competition option:** If you allow voting, you could award the highest few arguments on either side, which could encourage well-thought-out posts.
 - **Note:** Kialo requires that students create a free account before posting. Students can use their Google accounts to sign in. There is no integration for grading through the LMS.



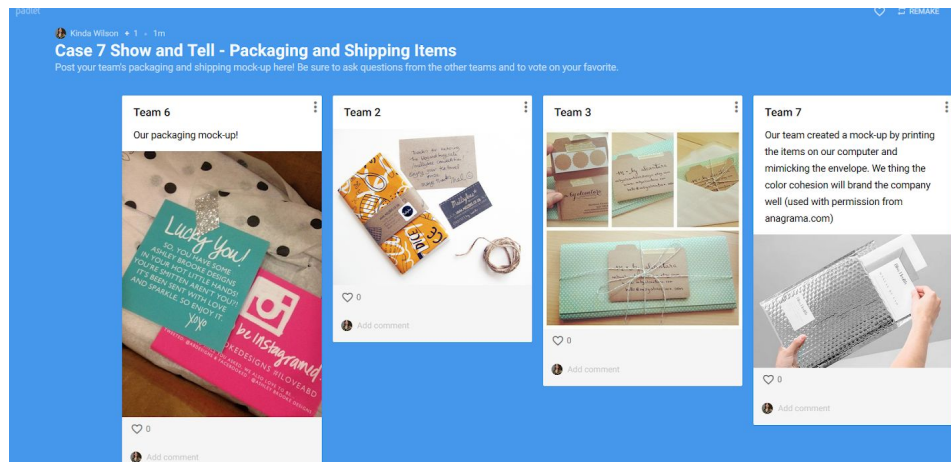
7. Show and Tell

Each student or team shows off something they have created, be it a picture or a video (for simplicity, we'll call them all exhibits). The other students or teams look at all of the exhibits and ask questions about them. Students can also vote on their favorite exhibits. This activity works really well any time students are making something creative, and especially when there is quite a bit of variation in the items being exhibited.

To use this with your LMS, have each student or team upload an exhibit as a post on the discussion board. For small classes, require each team to ask at least one question about each exhibit (to which the student who posted the exhibit should respond). This is a great activity with which to have a competition. Ask each student to vote for or like his or her favorite exhibit after the questions are over, and award those with the highest votes. This activity is a perfect one to integrate with an online teaching tool to help bring the exhibits to life. (See examples below.)

- **Tool integration option: [Padlet](#)**

- Use a Padlet to which students can post their exhibits. With a Padlet, students can upload images of their exhibits as well. (See the below example of a Show and Tell for packaging and shipping items (from a Video Case Study).



- **Note:** Those that post their ideas earlier may have greater chances to get more votes. Consider this a bonus for working ahead. You can also choose Padlet settings that show later posts first.
- **Note:** If you have students post anonymously on either Padlet or Google Jamboard (instead of creating accounts on Padlet), they'll need to put their names in their posts somewhere so that you can know who they are.
- **Tool integration option: [Flipgrid](#)**
 - You can integrate Flipgrid into an LMS assignment to have students add in videos to explain their exhibits. This would still essentially be a discussion, but it would be set up as an assignment. This allows students to BECOME the exhibit as well — you can require students to represent a certain target market, etc. Students can then “tour” each exhibit and ask video questions as well.

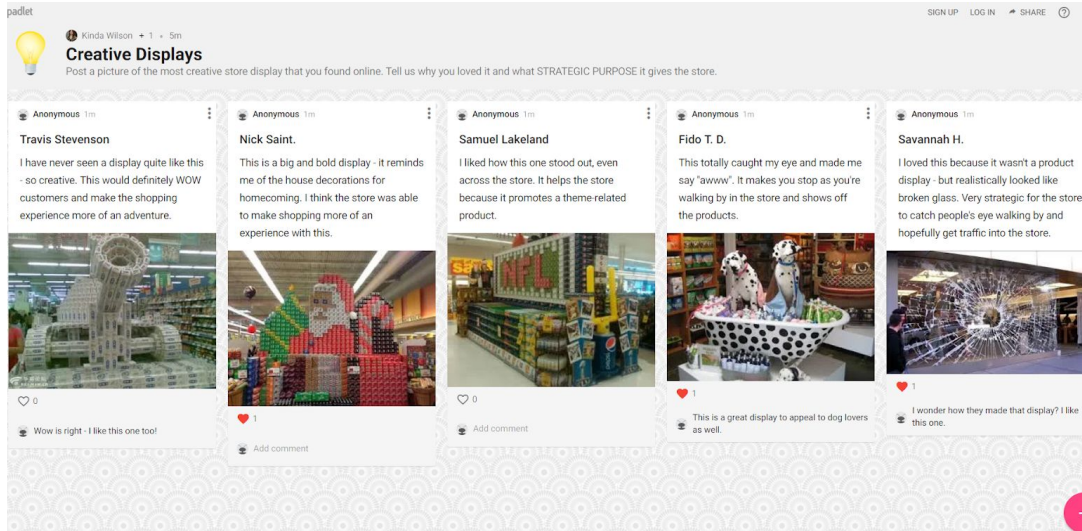
2 Responses 0 Replies 68 views [0.0h of shared learning](#)



8. Teach It! (large or small class — individual or team)

Take any concept from the chapter, assignment, or case, and have students teach it to you. (Or, you can let *them* pick the topic.) You can require that they teach it in picture format, hand-drawn format, video format, or a combination of those. (You can allow PowerPoints as well, but some of the other formats might bring a creative element or twist to their answers if they have to think outside the box). To do this on a small scale for a weekly activity, pick a concept simple in scale and limit their lessons to a very short time limit. Have students post their teaching lessons, giving time for other students to ask questions as well. Have each student comment on at least three other ideas.

- **Optional contest:** Give the three highest votes and a bonus point creativity award.
- **Optional creativity:** You can have some fun with this one and require a very creative format. For instance, you can require a drawing video (via Flipgrid below) with audio.
- **Tool integration option:** [Padlet](#)
 - Use a Padlet to which students can post their teaching lessons. With a Padlet, students can also upload images representing their ideas. (See the below Padlet example.)



- **Note:** If you have students post anonymously on Padlet (instead of creating accounts on Padlet), they'll need to put their names in their posts somewhere so that you can know who they are.
 - **Live class option:** Show the class the top lessons. If you let the students pick the topic in an especially creative way, you can play a lesson and see if the students can guess what topic is being explained.
- **Tool integration option: Flipgrid**
 - You can integrate Flipgrid into an LMS assignment to which students can post their lessons. This would still essentially be a discussion, but it would be set up as an assignment. This allows students to create their lessons within the app. They can do a combination of images, text, drawing, and video. Students can respond and ask questions as well.

2 Responses 0 Replies 68 views [0.0h of shared learning](#)



Buyer Persona: College Student Gabe

Junior, General Business major

Plays intramural sports and is involved in on-campus organizations.

Team 6

Buyer Persona

Buyer Persona: College Student Gabby

Junior, Marketing Major with Communications Minor

Involved in her sorority and on-campus organizations.

Team 3

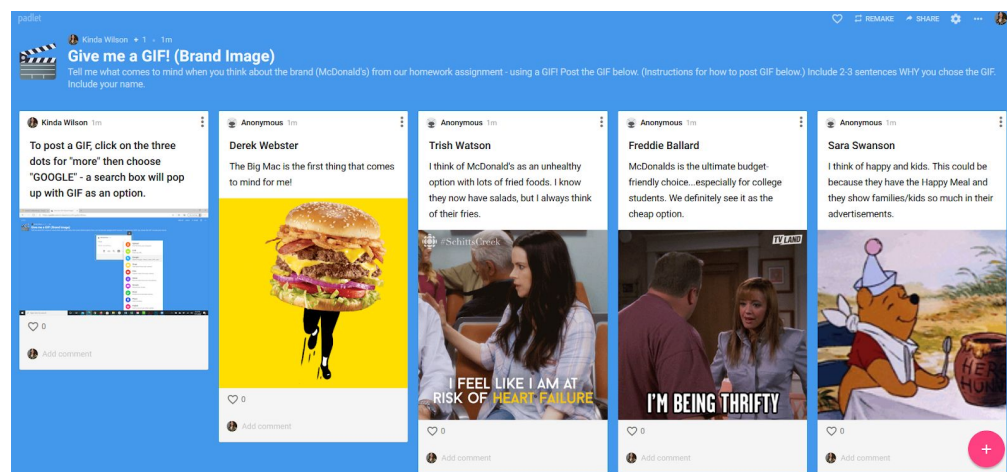
Buyer Persona

- **Live class option:** Show the class the top lessons. If you let the students pick the topic in an especially creative way, you can play a lesson and see if students can guess what topic is being explained.

9. One-Sentence Takeaway (virtual version)

This is a virtual version of the in-class activity where students stand up and say a lightning-fast, one-sentence takeaway to end the class discussion. The premise is simple: Take any concept, assignment, or discussion, and have students give their takeaways from it in one sentence. (This is also a *great* and often enlightening way to see what your students are learning from the content.) This one really works well by using a tool such as Google Jamboard or Padlet.

- **Ways to use activity:** You can do this live, during a remote class or asynchronously throughout the week.
- **Tool integration option: Padlet**
 - Create a Padlet for the students on which students can post throughout the week. Reference the Padlet overview for details. Note that if you have the students post anonymously instead of creating accounts, they'll need to put their names in their posts so that you can know who they are.
 - **Creative variations:** You can ask students to add visual elements, such as images, drawings, or GIFs. They can even share their takeaways in video form.



- **Note:** If you want students to be able to post as well, be sure to change share settings to “anyone with the link can EDIT(OR).”

10. Break It Up! (small to medium classes)

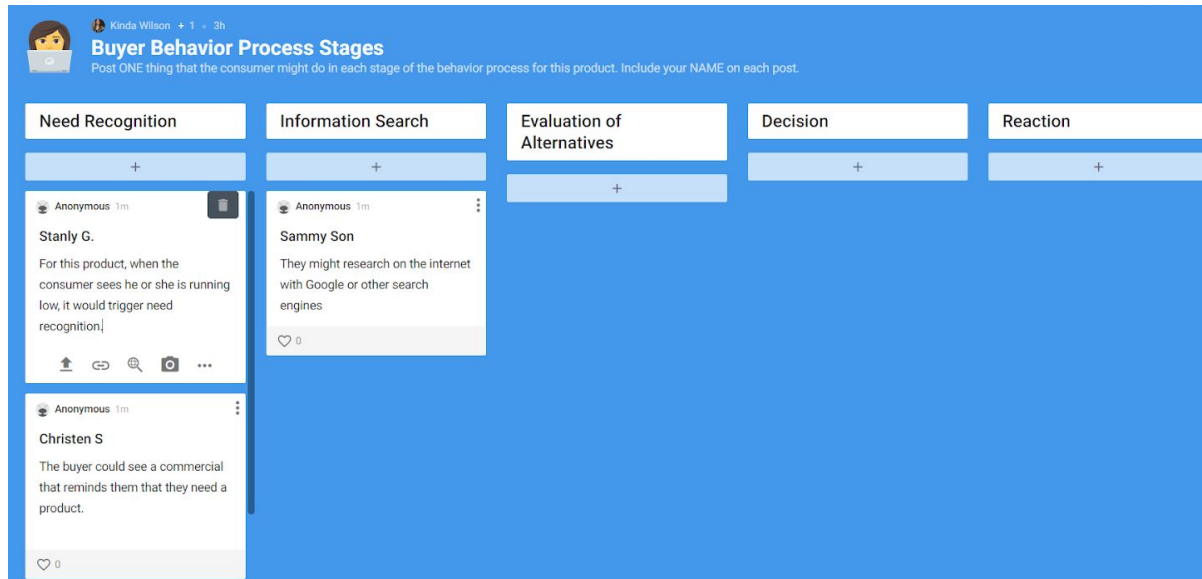
Split the class into groups of four to five students for discussion.

- **Live class option:** If using Zoom or Microsoft Teams, take advantage of breakout rooms as an easy way to have students move into groups virtually and return after discussions for lecture.

- **Note:** Using the same groups over the semester can help avoid confusion while navigating into break-out rooms virtually.

11. Categories (small to medium classes)

Use a program such as [Padlet](#) to break the discussion up into parts. Have students brainstorm or list their best ideas for any of the categories (be it parts of a process, categories, types of things, etc.). In the example below, the Padlet template “Shelf” is used, where users “stack” content in a series of columns.”

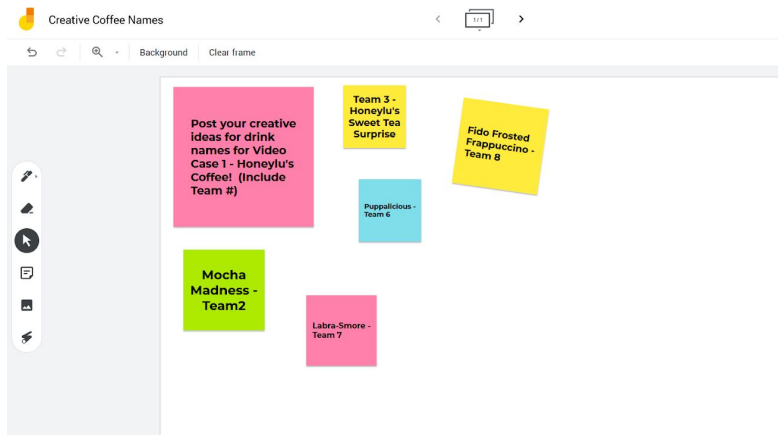


12. Showing the Best (for live classes)

This is for when students turn in an image, video, or other exhibit throughout the week. Show a few of the most interesting discussion posts (or the ones that students voted the highest) live, during the class. You could have each student explain why he or she chose it, created it, etc. Or, you could also show the post and ask students to brainstorm questions about it. They may have trouble remembering this or not want to jump in on the discussion. If so, you could use the tool options below, which help foster engagement (so you don't experience the dreaded silence after a question).

- **Tool Integration Option: Live Polls**
 - Use the live-polling feature native to many online platforms, such as Zoom or Microsoft Teams. Choose a question you want to ask students about the item you show. For instance, if you're quizzing them about which of the marketing Ps a post demonstrates, then set up the poll with the different marketing Ps, with the setting on "can choose more than one answer." After you show the item, have students vote on which it demonstrates.
- **Tool Integration Option: Google Jamboard**
 - Use an empty Jamboard on which students can brainstorm questions about the post you showed. You could also break them up into teams to discuss or even

include it on a separate team's Jamboard as well. The team could then come back and show their answers to the class.



Links to Kahoot! Quizzes

These Kahoot! quizzes can be used in face-to-face classes or in live, remote classes.

Chapter 1

<https://create.kahoot.it/share/d73dbf54-373f-4c22-b413-24c6f645443d>

Chapter 2

<https://create.kahoot.it/share/0aa58ed0-78db-483c-8429-6681dae6d53a>

Chapter 3

<https://create.kahoot.it/share/d6112767-a942-40dc-bf74-1fb7f336a50e>

Chapter 4

<https://create.kahoot.it/share/b3659a6d-2d59-4a8b-9bef-4a4ca7c13ca4>

Chapter 5

<https://create.kahoot.it/share/383bc666-a99a-4626-8445-6a4fbc9a1bf4>

Chapter 6

<https://create.kahoot.it/share/c50fac20-faaf-42dd-b203-221e585f0960>

Chapter 7

<https://create.kahoot.it/share/8e7d652f-3c59-4e7b-a21e-d5a36bf0d79e>

Chapter 8

<https://create.kahoot.it/share/57b748dd-1ce4-49b5-b1fc-570791609c6a>

Chapter 9

<https://create.kahoot.it/share/f31fe33e-86fd-46d0-b079-b9534129e980>

Chapter 10

<https://create.kahoot.it/share/de47de80-1ae5-40e9-a725-ba0c994a9373>

Chapter 11

<https://create.kahoot.it/share/c2d4a3cf-d777-4f85-a8c7-682baf32ca2c>

Chapter 12

<https://create.kahoot.it/share/4e4d15a3-7f1d-44d5-a102-c9453c341a78>

Chapter 13

<https://create.kahoot.it/share/49b6c777-07b1-4922-a050-2ed81f982f26>

Chapter 14

<https://create.kahoot.it/share/c77b2cca-51f8-4259-80d6-69cda58c2303>

Chapter 15

<https://create.kahoot.it/share/5c7d2689-0c5c-41eb-ab0e-379157e46bda>

Chapter 16

<https://create.kahoot.it/share/3664defe-ba1f-429b-9c02-7426044b858b>