

## **AN INTERNET-BASED COURSE IS MORE THAN JUST AN ONLINE SYLLABUS**

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### **ABSTRACT**

Offering a marketing course over the Internet is more than simply putting a syllabus online. It requires interactivity and engaging content -- the pedagogical keys to helping students achieve the highest levels of Bloom's Taxonomy of the Cognitive Domain, a standard in the classification of learning objectives. University Access (UA) has been producing award-winning, media-rich business education courseware for colleges and universities for the past three years, including its most recent course -- Introduction to Marketing: Competing in the 21<sup>st</sup> Century. This presentation focuses on implementing Internet-based marketing education that is interactive and engaging to students.

### **PRESENTATION**

#### **Changing Landscape of Education**

The 1980s and early 1990s saw the powerful medium called television educating the masses. The late 1990s and the upcoming decade is seeing the same through the Internet. Today's students are looking for more increasingly engaging education delivery methods than the typical textbook.

The result is that Internet-based and distance education is a growing force in today's academic arena. The International Data Corporation (IDC) estimates that the number of students enrolled in distance learning alone is nearly one million in 1999 and is estimated to increase at an average annual growth rate of 33%. The ability to meet this growing market segment and those looking to provide a richer experience in the classroom are turning to technology. The educational application of new technology requires utilizing tools that engage and provide continual interaction with the end-user: the student. The ability to involve the student beyond a textbook reading and a lecture is realized with quality Internet and video courseware, whether in the classroom or at a distance.

"The booming demand for managerial talent in the global economy, plus the rapid-fire innovations in electronic communications have created huge student populations that campus-bound programs can't touch."  
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#### **The New Internet Landscape**

Quality can and should be instilled in business courses to provide an experience rich with sound pedagogy and engaging content to encourage learning. This presentation focuses on how the issue of quality is two-fold. The first and key element in any course is, of course, the quality of the instructor. Rather than learn how to write HTML pages or build a Web site, faculty need to be trained on how to better teach online. The experience for the end user, the student, is much richer when the professor can imprint their own style of teaching, while embracing the Internet technologies to engage their students.

The second important quality issue is the content. While some faculty are putting their syllabi online and calling it an Internet course, the Internet now presents a vast array of interactive capabilities that strengthen just text on the Web.

#### **Faculty Meeting Today's Internet Challenges**

Today's educational system faces the struggle of meeting changing student needs - time and engaging content. The ability to offer business education courses that meet time concerns are easy: put it online and you are done. The key is to deliver on technology. Internet-based courseware should deliver high quality, multimedia content that is robust, engaging and convenient to the student.

Faculty is increasingly looking for tools to enhance their business education courses. This presentation includes an interactive demonstration of new tools, including a tour of online courseware. The result will be the ability to offer a quality course not bound by campus-bound restrictions or limitations of local companies, but rather utilizes technology to bring the global market to students from cities to small towns.

#### **New Internet-Based Marketing Courseware**

UA's Introduction to Marketing: Competing in the 21<sup>st</sup> Century provides over 30+ hours of online courseware and 12 hours of video case studies and expert commentary. Students experience the marketing strategies of Hilton Hotels Corporation, Subway, NBC, Coca-Cola, Autobyte.com, and more through interviews with top executives and marketing professionals from these respective companies.