

FROM FACE-TO-FACE CLASS TO AN ONLINE CLASS: CAN SUCCESS TRANSLATE ACROSS CROSS DELIVERY PLATFORMS?

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Abstract

Constructing an online course that addresses the learning styles of today's millennial student is an aspirational goal that can be difficult to achieve. In this paper, we explore one university's process for designing and delivering a successful face-to-face (F2F) Marketing Principles course in an online environment. Evaluations by 3,600 students in F2F and online lecture-based sections show that students rate both the F2F and online sections as equally effective ways to experience the course.