DIVERSIFY YOUR CONTENT

Lectures are one of the most powerful ways to show your subject matter expertise, but remember this is a passive way for learners to absorb knowledge. Course content is the perfect area to enhance engagement with learners. Change up your video style, look into podcasts, interactive PowerPoints, or even text-based lectures.
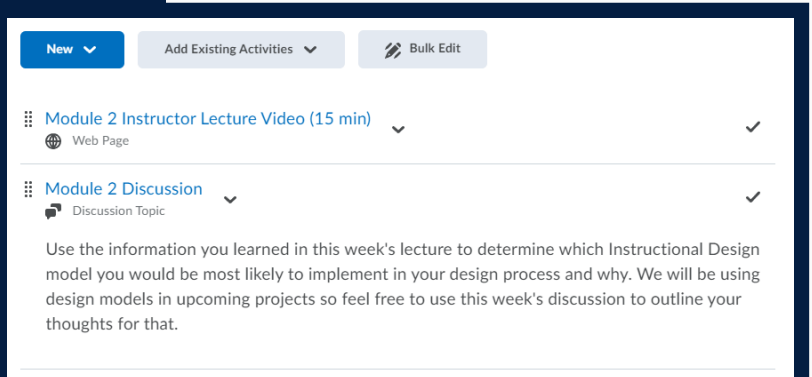
Text-Based Lectures
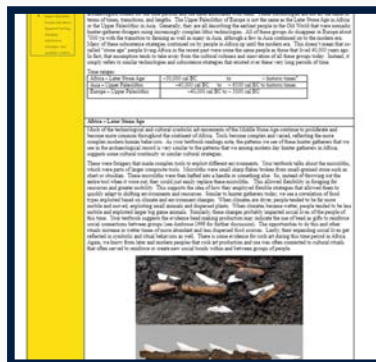
Explore Video Styles:

Talking Head
Animation
Whiteboard
Screenshare

Content Chunking

- Embrace **bite-sized** materials.

- Decide what **core concepts** are most important for learners to grasp.

- Keep videos under **15 minutes**.

- Add **time stamps** on videos to help learners prioritize time.

Assessments

Checking that your students have retained the content is just as important as presenting it. Give students an opportunity to check their progress by giving ungraded quizzes, lecture reflection questions, group projects, etc. Make sure the assessments are periodic and spaced out. Look below for more ideas.

Low-Stakes Knowledge Checks

Chapter 17 Knowledge Checkpoint

? Quiz

This quiz contains 10 multiple choice included in Chapter 17: *Strategy-- Th* time limit will be enforced for the qui: attempts to achieve at least an 80 be activity for this chapter. **The checkpo**

You will not be given access to the re or more on this quiz.

Interactive Quizzes

Steamboat Willie

What made Disney's Steamboat Willie different from other animations

○ It was the first cartoon distributed with synchronized sound.

○ It was the first cartoon distributed with color.

< Previous   ✓ Finish

A video overview of major events in Module 1. 14 minutes. Includes in

Branch out from Quizzes

- **Reflection Questions**
- **Individual/Group Projects**
- **Discussion Boards**
- **Take home/Open Book Tests**

Frequent Assessments

The following video an introduction to Chapter One: *Create Your Customer Avatar* and Chapter Two: *Map Your Customer Journey*. There is one video for each chapter. Please watch both videos and reflect on the learning questions at the end of each chapter.

Chapter One Video: 12 minutes and 42 seconds

CHAPTER ONE

FINDING SUCCESSFUL CONVERSIONS

1. Create a customer avatar (ideal customer)
   - Helps understand:
     - Their aims
     - Their sources of information
     - Problems to solve
     - Objections to purchases

Watch on YouTube

Reflection Questions:

1. Why do organizations need to build a customer avatar?
2. What are some elements a digital marketer should track when examine a customer avatar?
3. How can digital marketers get information on their consumers?
4. How do marketers create a customer avatar profile?

MOU Specs:

Rubric Criterion 3.1:
Course content is comprehensive, varied, and communicates subject-matter expertise.

Rubric Criterion 3.3:
Course design takes full advantage of appropriate tools and media, which are current, supported, and readily obtainable.

Rubric Criterion 4.1:
Assessment methods are varied and provide multiple opportunities for students to measure their progress.

Content Variety

Interactive Media

Media Length

Subject-Matter Expertise

Assignment Spacing

Media Hosting

Interactive Activities

Low-Stakes Knowledge Checks

Media Recording Quality

ETSU Online Scoring Rubric

Online Course Review and MOU

Need Help?
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