**FABLE – Training Faculties on Blended Learning**

Erasmus+ project

**Library of blended and online learning courses and teaching sessions:** Success stories, best practices and cautionary tales from the academia.

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| Name of the course | | | **Online Marketing** | | | | | |
| Amount of course credits in ECTS | | | | | | | **3** | |
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| **Select one:** Is this observation | **Positive**: A Success story or best practice? |  | | **Neutral**: General observation? |  | **Negative**: A Cautionary tale? | | **x** |
| Major the course is related to | | | Master International Marketing and Sales | | | | | |
| Please give a short description of the course structure (number of lectures, weeks, online events…) | | | Every week, there was a live online lecture, 10 lectures, mostly 1,5 hours, sometimes also 3 hours as a block, 40 students | | | | | |

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| Please give a short description of this case: |
| In Online Marketing, there were live online lectures in a “webinar” mode on zoom. The problem in such settings is that there is no interaction with the students and also in this “webinar” mode, you cannot even see the students, so this is an example where it was not a good online solution.  For the assignment, students worked in groups on their schedule, so this was a good point, here students could connect and work together and schedule themselves. |
| Which teaching tools, services, applications and software solutions were used? |
| Ilias platform from the university, zoom for lecturing, power point for slide presentation |
| What are the most important lesson learned from this course? (Both in negative or positive viewpoint, if there are any) |
| It is not a good solution to do the lectures only in “webinar” mode, so without seeing the students and also without feedback opportunities and interaction. Students mostly do not listen then and it is really difficult to reach them. Also, it is important trying to keep the lectures not so long because the concentration is a problem in such block seminars.  The only thing which went well were the presentations from the students, they could work in groups and work on the assignment together, so keep attention on a balance. |
| If you have additional notes or comments, or want to provide a link to online materials, please put them here: |
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