**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 | | | **Marketing Basics** | | | | | |
| Amount of course credits in ECTS | | | | | | | **2** | |
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| **Select one:** Is this observation | **Positive**: A Success story or best practice? |  | | **Neutral**: General observation? | x | **Negative**: A Cautionary tale? | |  |
| Major the course is related to | | | Business Administration | | | | | |
| Please give a short description of the course structure (number of lectures, weeks, online events…) | | | 1 lecture of 1.5 hours per week, 12 lectures, was given in a blended format, where one lecture was in presence and one a recording switching every week. About 120 students per semester | | | | | |

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| Please give a short description of this case: |
| Two groups of students received the same lecture switching per week from recording to live, where the recording was that week’s live lecture.  The live lecture was also streamed via zoom to enable students that were in quarantine to listen in on the lecture.  The recording was then uploaded to the online course directory of the university (ILIAS) for both groups in their respective directory. |
| Which teaching tools, services, applications and software solutions were used? |
| For most recordings, zoom was used due to its ease of use and highly compressed format. In some instances, the recording did not work as expected and a new recording after class had to be made. This was done using the in-built feature of PowerPoint. |
| What are the most important lesson learned from this course? (Both in negative or positive viewpoint, if there are any) |
| The recordings directly in PowerPoint are very large compared to zoom. Also, using PowerPoint recording in a live lecture, as was necessary due to zoom not working for a while, is not a good workaround as it does not allow the presenter to go back to previous slides and add some further remarks. |
| If you have additional notes or comments, or want to provide a link to online materials, please put them here: |
| None |