

2020 Teaching Innovation Forum

My students arrive to each class meeting, so unprepared!

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Classroom Education is Evolving

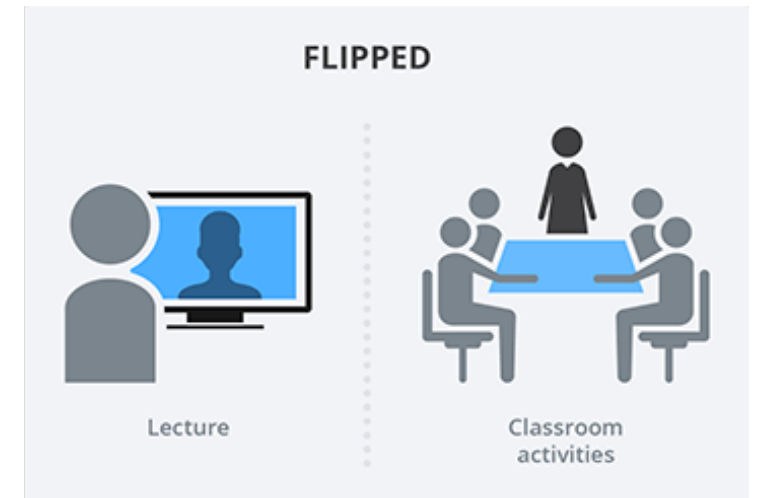
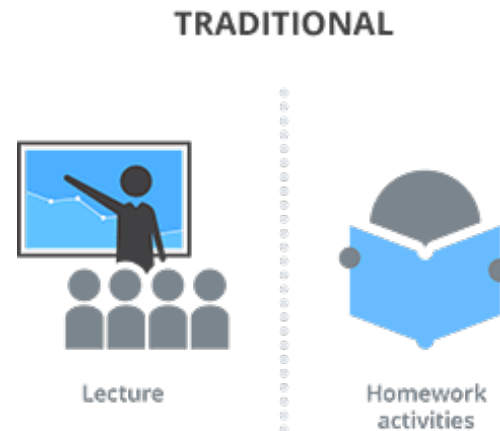
Who do you think our biggest competitor is?

Increasing online education tools



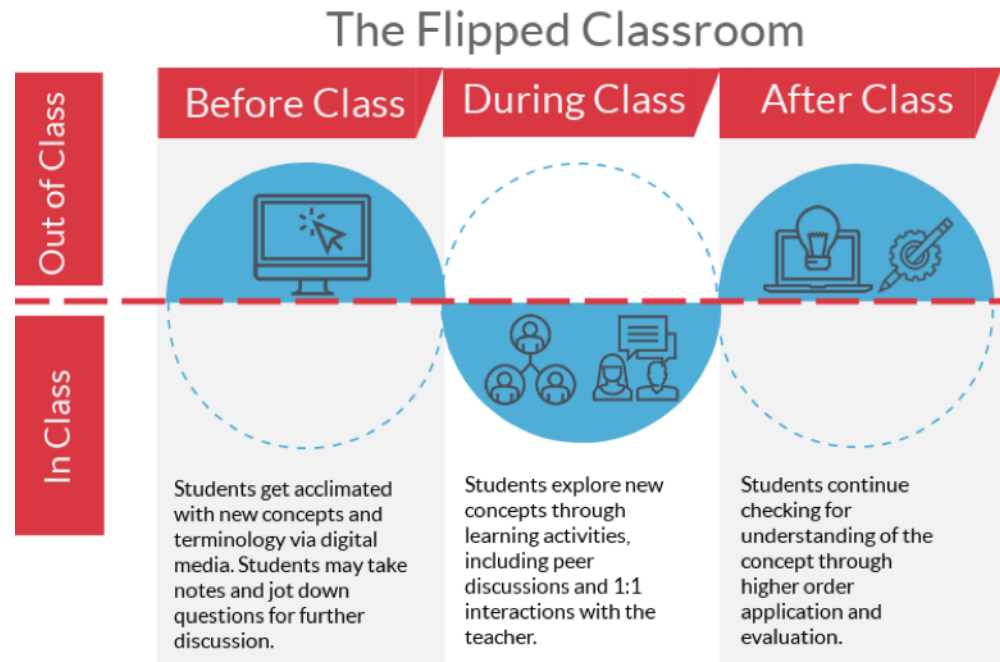
Flipped classroom model

- Reverses the traditional learning environment
- Instruction happens outside the class and practice happens in class
- Class time is for engaging in meaningful discussion, applying concepts, collaborating with peers



Source: Epiphany.com

Benefits of Flipped classroom model



Source: Odysseyware.com

- Create more student-centered learning environment
- Accommodation for different learning styles and speed (e.g., Panopto)
- Encourages student accountability, motivation, and engagement
- **Preparation is the key!**

Why do students come unprepared?

Why do they come unprepared?

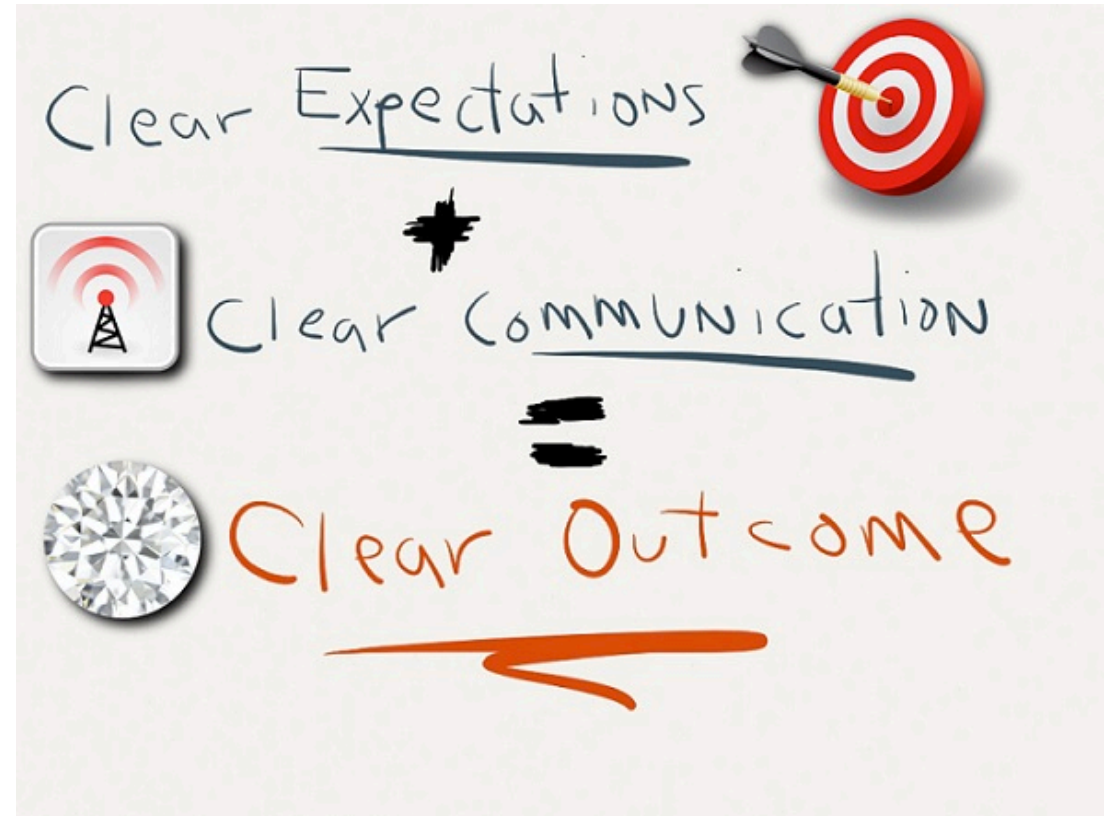
- Do not know what to prepare
- Less motivated to prepare
- Do not feel the need for preparation
- Have no time to prepare

Underlying reasons might be..

- Lack of clarity in expectations, communication
- Lack of structured designs that require preparation
- Lack of active learning strategies used

Establish clear expectations & Communication

- Establish clear expectations for preparation
- Clarify firm consequences of non-preparation
- Visualization technique



Examples of visualization technique



Structured design to require preparation

- Use pre-assignments
- Emphasize the importance of pre-assignments at first class meeting
- Have them due prior to the class meeting
- Use “corner of class” to complete pre assignments in case they did not complete it

	Pre-assignment	Class meeting	Post assignment
Week 1			
Week 2			
Week 3			
...			

Structured design to require preparation (cont.)



- Student-led discussion
- Peer-to-peer teaching method
- Assign topics to each student/group to lead a class discussion as a leader
- Increase individual's responsibility to cover a part of class

Use active learning strategies

- Use strategies for increasing student engagement
 - Snowball fight
 - Peer interview
 - Silent interview
 - Poll Everywhere
 - Case study
 - Roleplaying

Examples of active learning strategies: Poll Everywhere

- Go to PollEv.com/soobinseo602
- “How do you feel about Soobin’s presentation?”

The screenshot displays the Poll Everywhere interface with three activity options:

- Blank activities** (selected)
- Small discussions**
- Large gatherings**

Each activity type includes a description and a visual example:

- Multiple choice:** An example titled "Untitled multiple choice question" shows a horizontal bar chart with four options: A (19%), B (38%), C (14%), and D (24%). A fifth option, "None of the above", has 5%. Below the chart, the text reads: "Multiple choice: Ask a question and people choose a response from a set list of answers."
- Word cloud:** An example titled "Untitled word cloud" shows a collection of words in various sizes and colors. The most prominent words are "popcorn", "pasta", "multivitamins", "coffee", "broccoli", "pizza", "water", "lobster", "bugs", "steak", "mango", "curry", "beans", "sushi", "meatloaf", "candy", "carrots", "cake", "plum", "sand", "nachos", "salt", "pork", "flower", and "sushi". Below the cloud, the text reads: "Word cloud: Visualize words from audience comments, questions, and thoughts as a word cloud."
- Competition:** An example titled "Leaderboard" shows a list of participants with their names and scores. The top participant is Matt D. with 2000 points. Other participants include Chris A. (1000), Brad G., Cam, Janaki H., and Penny K., all with 0 points. Below the leaderboard, the text reads: "Competition: Ask a series of questions and declare a winner at the end for the person who scores the most points."

Examples of active learning: Case study & Roleplaying

- Use a real-world case or problem relevant to topics
 - e.g., Marketing: Cola war between Coca-cola and Pepsi
- Students are grouped into 4-5 people, and assigned roles
 - E.g., CEO, marketing manager, outside consultant, sales rep, customer
- Students develop strategies to answer to discussion questions for each round
 - There could be multiple rounds of case study that change/evolve over time
 - Students develop strategies having their own role in mind
 - Discuss and share their strategies with the class

Examples of active learning: Case study & Roleplaying (cont)

Cola War Case Study

1st round: Decide the best competitive marketing strategy

A Quick Summary of Coke's Position in 1985

- Coke was being outsold by Pepsi in segments where consumers had a choice of the brands, such as supermarkets,
- Overall their market share was surely and steadily declining in a declining market (down from 24.3% in 1980 to 21.7% in 1984) ,
- Coke had increased their advertising and promotional spending from \$50m to \$200m in recent years. Their \$200m promotional budget was 1/3 more than Pepsi's spend of \$150m),
- There was increasing "pressure" on maintaining retailer relationships (e.g. the lost of the Burger King account) as Pepsi was becoming more acknowledged as the preferred cola among consumers,

Discussion Questions for 1st round

1. It's 1985 again at Coca-Cola, what is the best marketing strategy to improve their position and increase the overall profitability? Which suggested solution may or may not include a "new" Coke product?
2. Outline why your proposed competitive strategy will be successful in the context of the Cola Wars.
3. In what ways, do you think, that Pepsi may respond to your strategy? When you have finished the above questions, the CEO can represent the rest of the class.

Discussion Questions for 3rd round

We are now in 2019, and cola war is still ongoing. Due to the rise of healthy eating trend and variety of soft drinks available, there is a smaller gap between Coca-Cola and Pepsi nowadays.

1. How would you suggest Coca-Cola to position their products?
2. What do you think Pepsi would respond to that?

2nd round: How to launch a new product

The New Coke Strategy

Coca-Cola's management believed that the introduction of New Coke would completely destroy Pepsi's competitive strategy. In fact, Pepsi's own management initially believed that this was a masterstroke by Coke. Firstly, the New Coke product was to be positioned as new, exciting, modern and young; directly confronting the "Pepsi Generation" campaign and stealing Pepsi's

A. Develop a NEW product

1. Launch the new product as a replacement for Coke (as they did first) or
2. Launch the new product under Coke brand in addition to Coke (as they did later) or
3. Launch the new product under a new brand name (as a multi-brand strategy) or
4. Slowly change the Coke formula over time to become New Coke (without consumers noticing) or
5. Undertake market testing of the new product first (before a full launch)

B. Do NOT develop a new product

1. Increase promotional activity and spend
2. Increase in store promotions and discounting

3rd round: Now, what should they do?

ration
brand
Pepsi
(your own ideas)

or 2nd round

What would be the best option for Coke to pursue in 1985?

If you had to introduce some form of new product, how would you position the new