



# LEARNING AND TEACHING CONFERENCE

2021



Roger Saunders

11. How to improve student engagement, preparation, time management, participation and performance



# Challenges



# Challenges



# Challenges

## AUTUMN TERM (TERM 1)

Week Commencing	Week No.	Topic	Assessment Link
05.10.20	1	What makes good advertising	
12.10.20	2	Analysing adverts	A1 Q1
19.10.20	3	Compare and contrast advertising	A1 Q2
26.10.20	4	Measuring campaign success	A1 Q3
02.11.20	5	Media choices	A1 Q4
09.11.20	6	Enhancement Week	
16.11.20	7	Analysing consumers	A1 Q5
23.11.20	8	Market trends	A1 Q6
30.11.20	9	Creative ideas	A1 Q7, A2 Creative journey



# Challenges

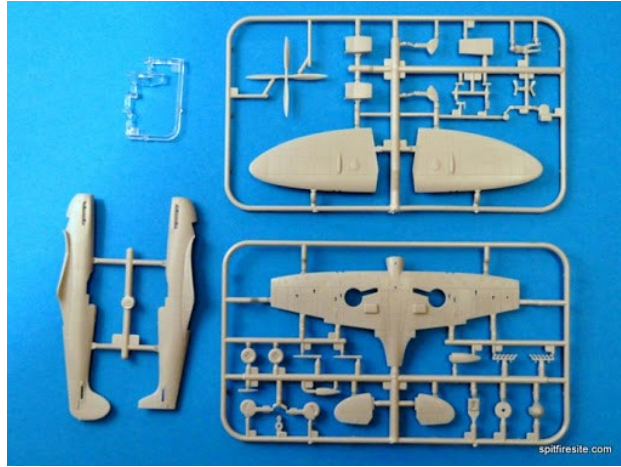


# Challenges

	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00
<b>Monday</b> (1st Oct 18)								<b>CMP2019M</b> Group D 16:00-18:00 Weeks 2, 11-12 WORKS	
<b>Tuesday</b> (2nd Oct 18)	<b>CMP2090M</b> 09:00-11:00 Weeks 1-4 LECTURE				<b>CMP2019M</b> 13:00-15:00 Weeks 2, 5-7 LECTURE				
<b>Wednesday</b> (3rd Oct 18)	<b>CMP2090M</b> Group B 09:00-11:00 Weeks 1-4 WORKS								
<b>Thursday</b> (4th Oct 18)									
<b>Friday</b> (5th Oct 18)	<b>CMP2091M</b> 09:00-11:00 Weeks 2-7			<b>CMP2060M</b> 12:00-13:00 Weeks 1-6			<b>CMP2060M</b> Groups A, B 15:00-17:00		

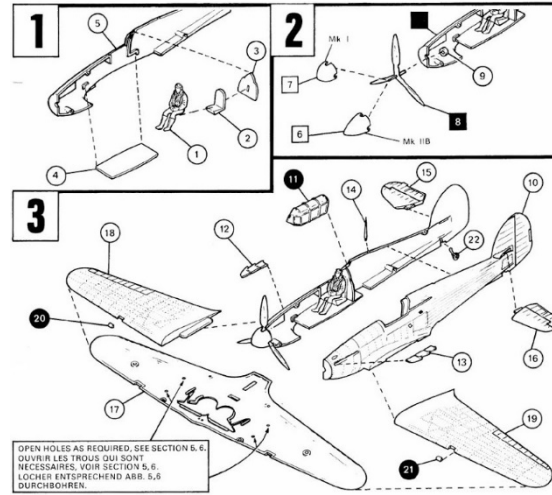
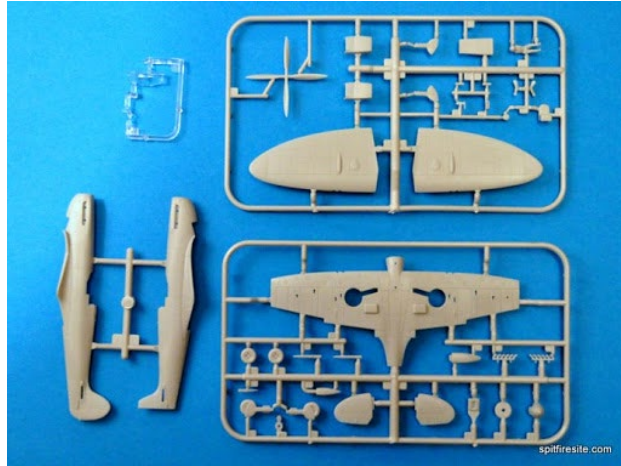


# Airfix

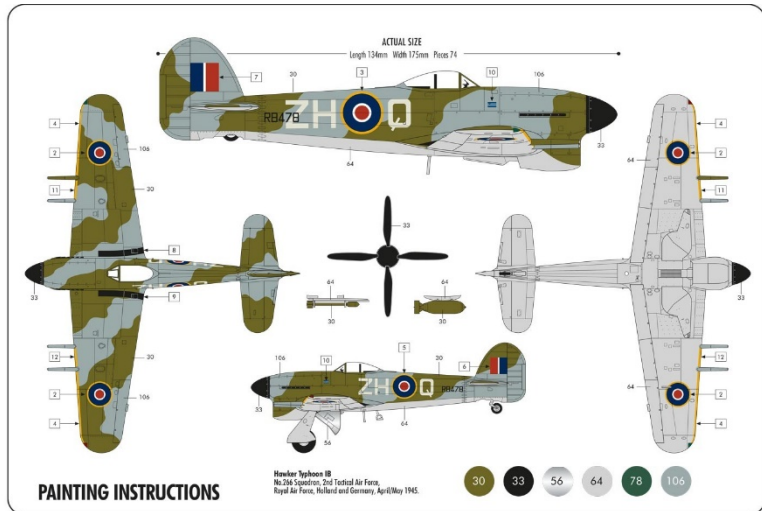
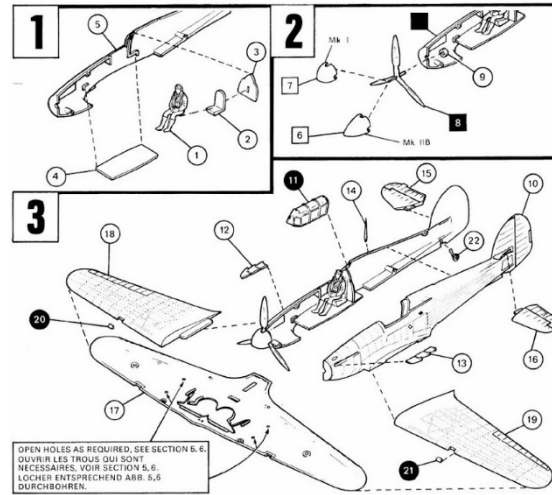
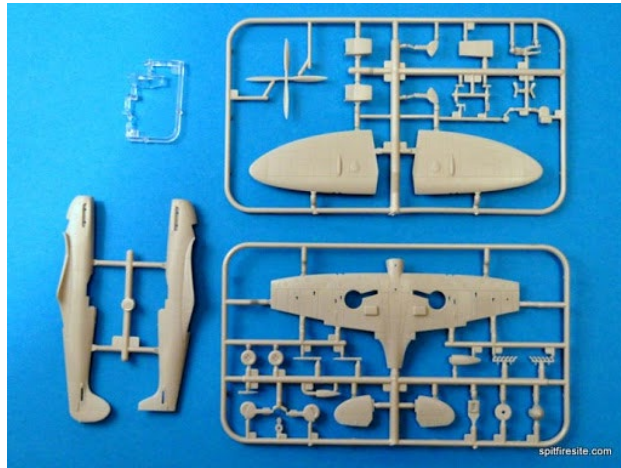




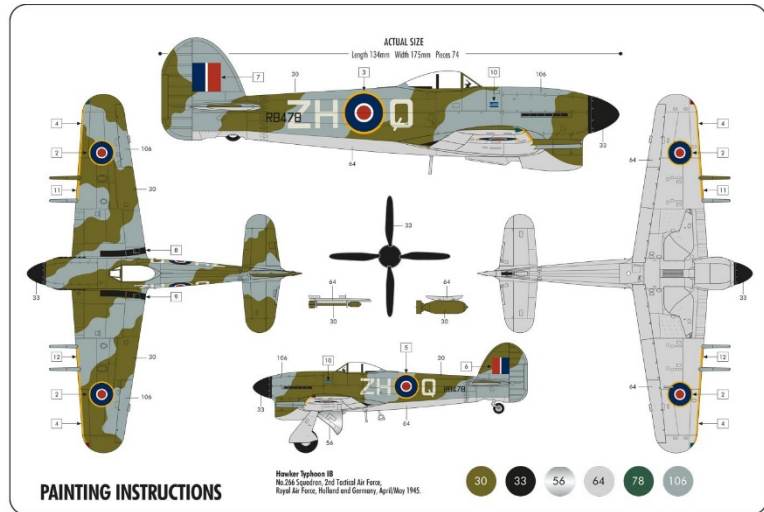
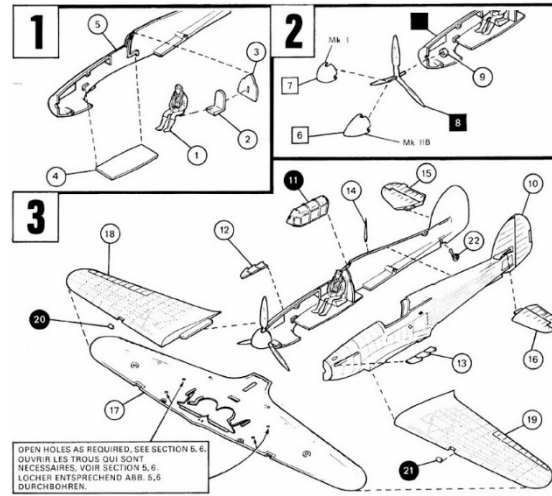
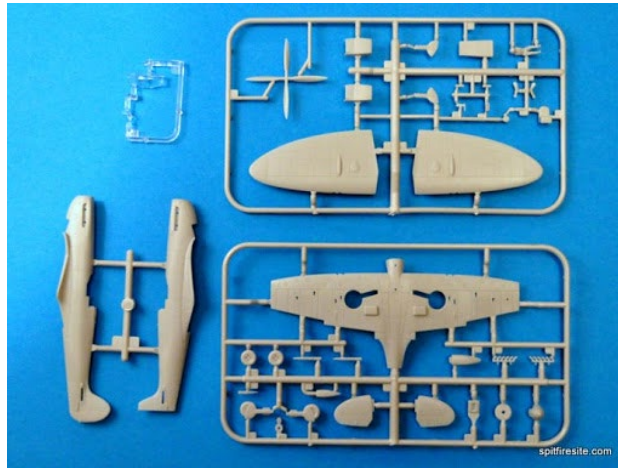
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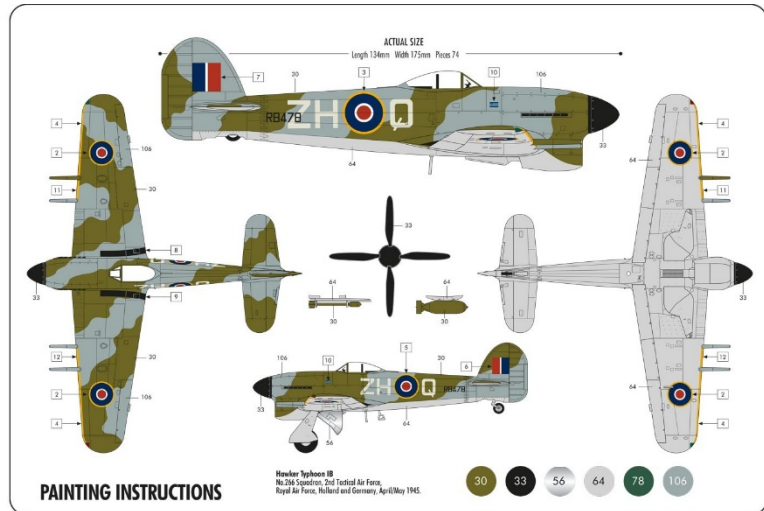
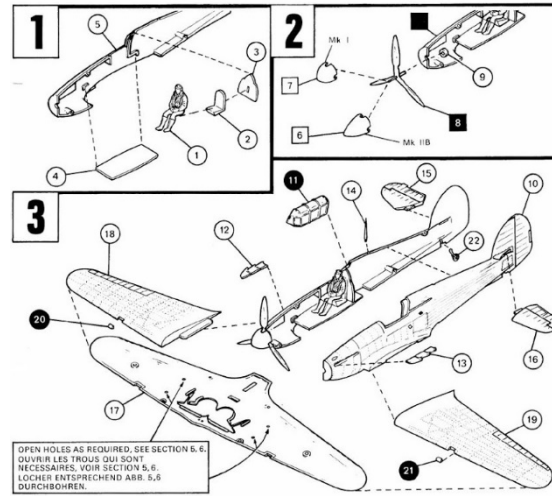
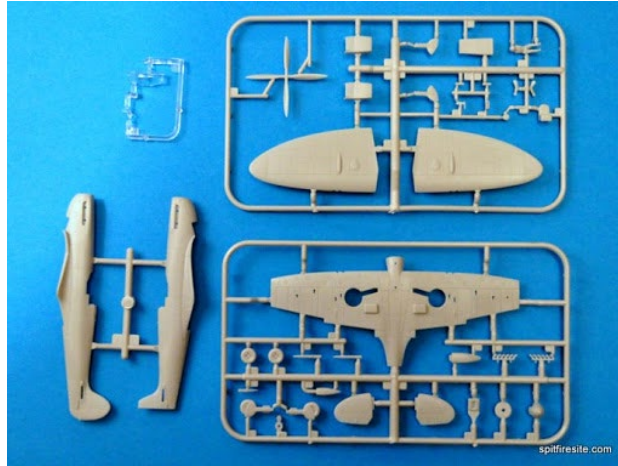
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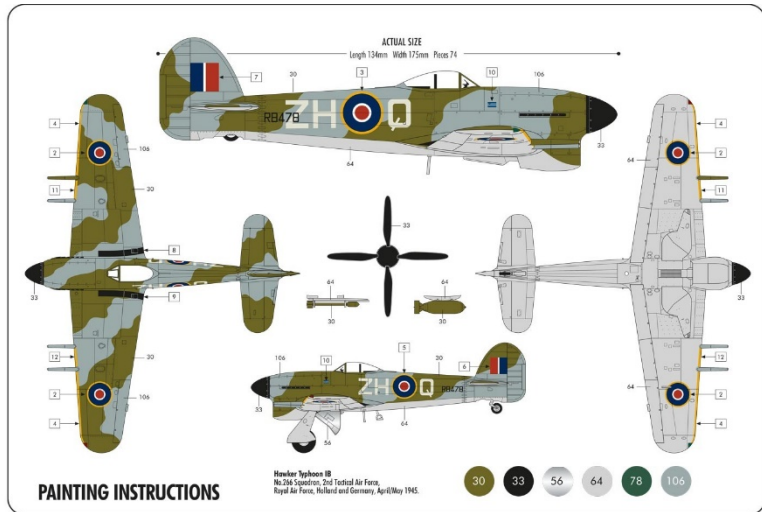
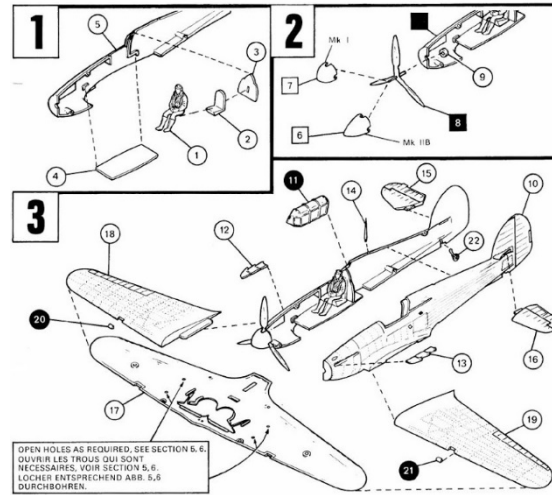
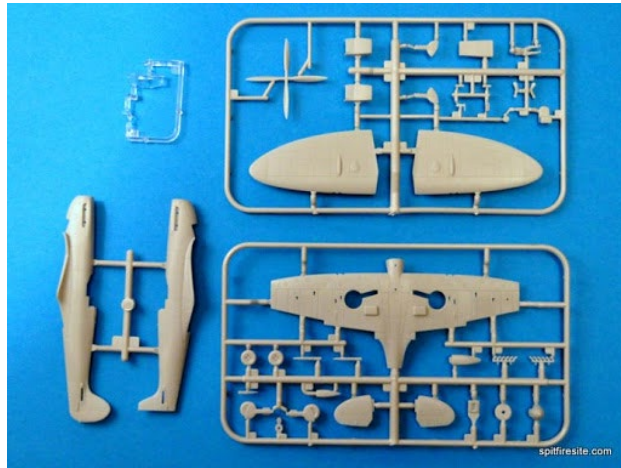
# Airfix



# Airfix



# Airfix



# Workbook/Study Guide

8 What media did the campaign appear in/on? You should include all media whether it is paid, owned or earned.

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## Week 9

How successful was the campaign? How was it measured? These two may well be linked. If you can't find articles reporting it try looking on social media.

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## Week 10

Where is the brand image currently and what would you recommend for a future strategy marketing communications strategy? You may not recommend a change of product, but you can reposition the current product. Make sure you look at what has been written about the brand and its category since the ad campaign or in the last 12 months

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Assignment 2  
Individual Posters (2 x A2)



## MARK3003 Campaign Planning 2020/2021

### Module Study Guide



Hi. I'm Roger Saunders and I'm the module leader. Welcome to your final year and this [30 credit](#) module that will look at advertising campaign analysis and design.

The **Covid** 19 pandemic has been hard on lots of people and has massively affected the way we live and work. This includes how we deliver our teaching and as a way to help you deal with this and stay on track I've created this study guide as a simple, step-by-step aid to working your way through the content and assessment of this module. You should look at the information, activities and tasks each week, prior to attending your live seminar. I hope you'll find it helpful, inspirational, and maybe even fun.

The most important thing is to ask questions ([roger.saunders@dmu.ac.uk](mailto:roger.saunders@dmu.ac.uk)) if you're unsure, anxious or just want a little extra help. Questions help us, as lecturers, make sure that you're getting exactly what you need, because you're all different and we want to tailor our support.



<https://www.goalcast.com/2018/07/25/habits-of-the-worlds-fittest-people/michelle-obama-quote-focused-empowered/>

# Workbook/Study Guide

Permanent single reference point (but more useful than a handbook)



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Introduce the student to me and the module (in less formal language)





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Week by week guide to what to do (study guide icons)



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Regular sign-offs (not for study guide)



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Formative feedback



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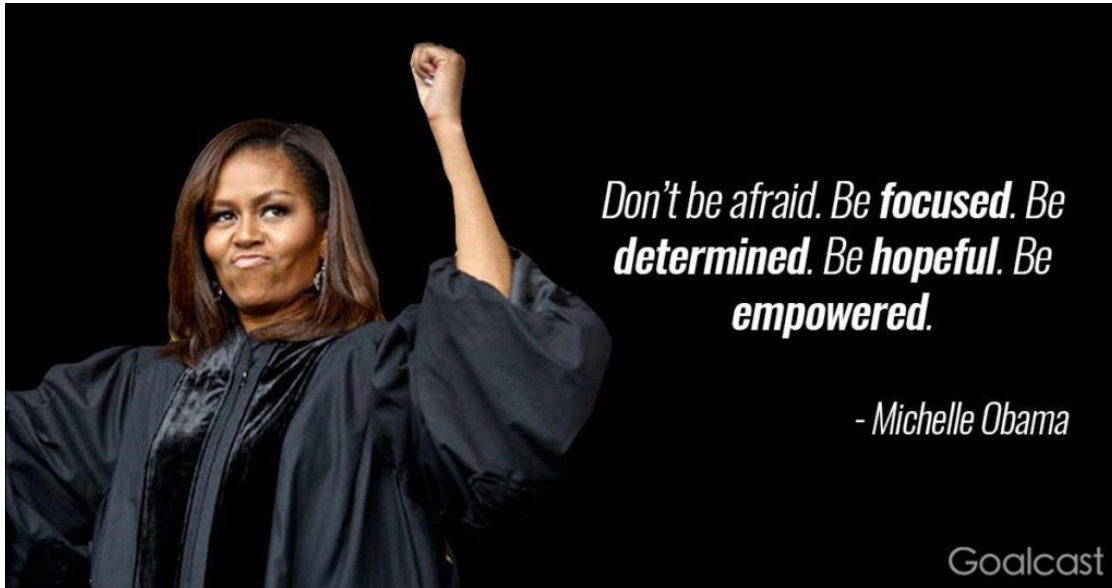
Formative feedback

Inclusion of extra points



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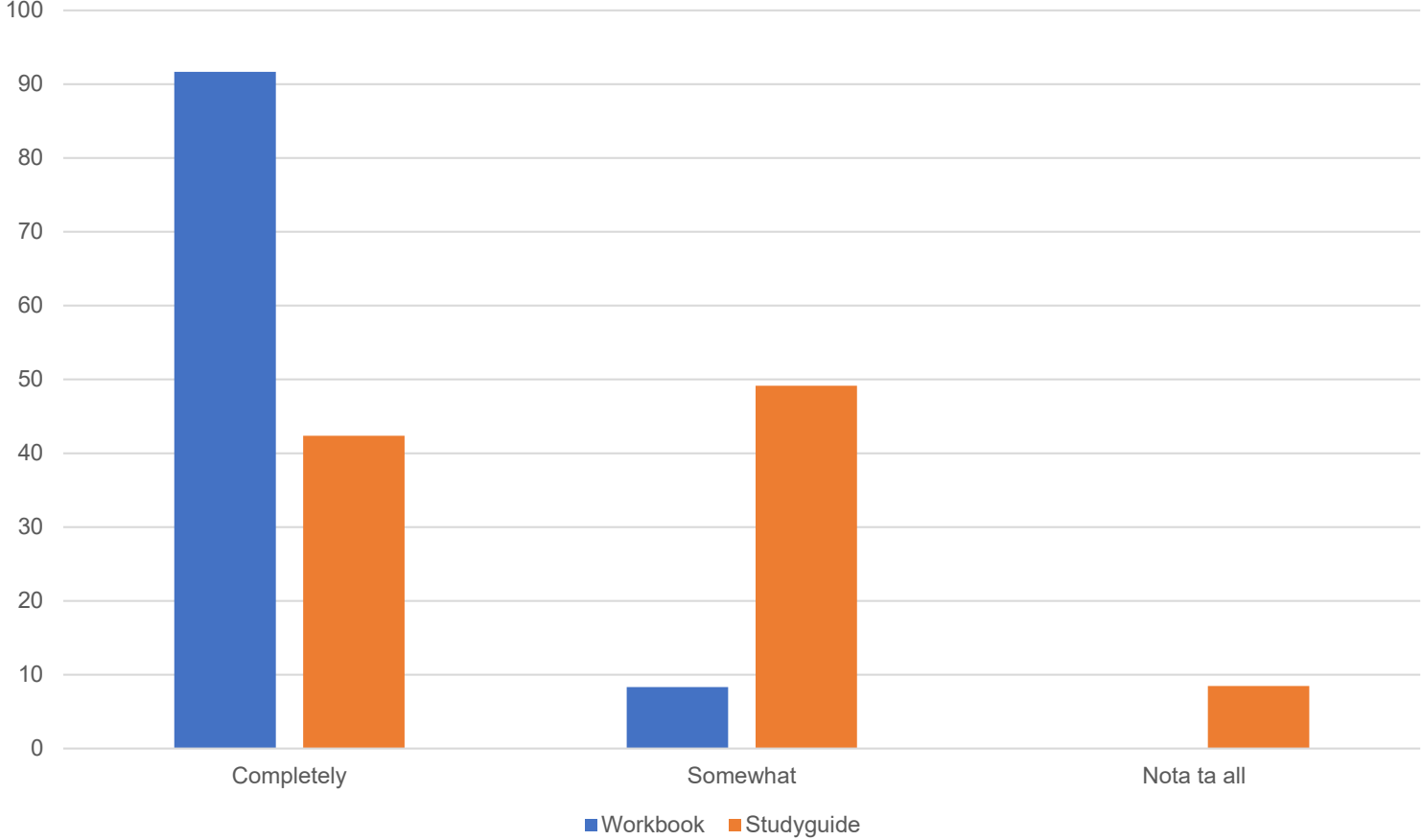
## Inclusion of extra points



Resilience domain  
5: Collaboration  
People who work  
together always  
get more done.  
([https://sloanreview.m  
it.edu/article/in-  
search-of-the-  
collaboration-sweet-  
spot/](https://sloanreview.mit.edu/article/in-search-of-the-collaboration-sweet-spot/))

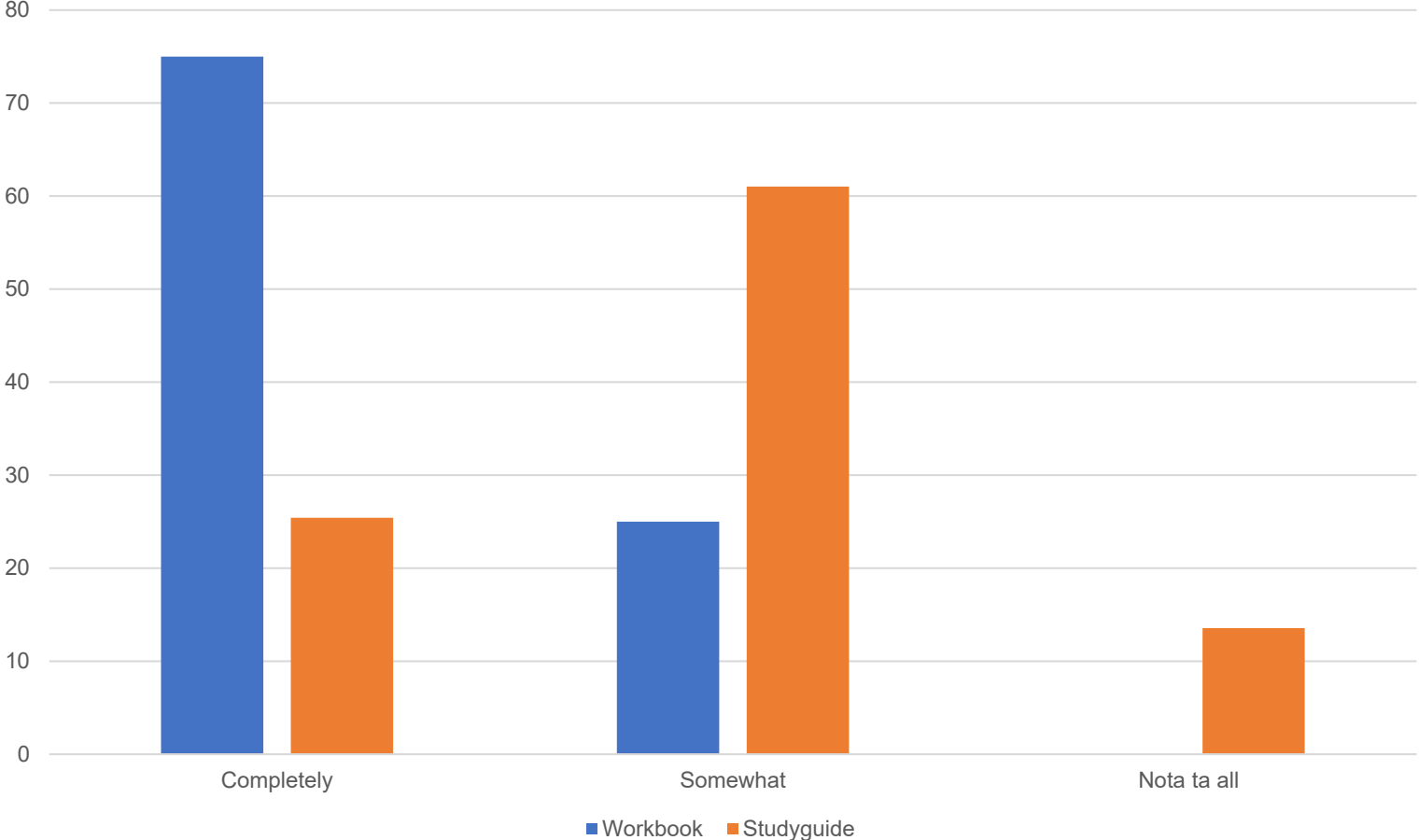
# Results

The workbook/study guide helps me prepare for the live session



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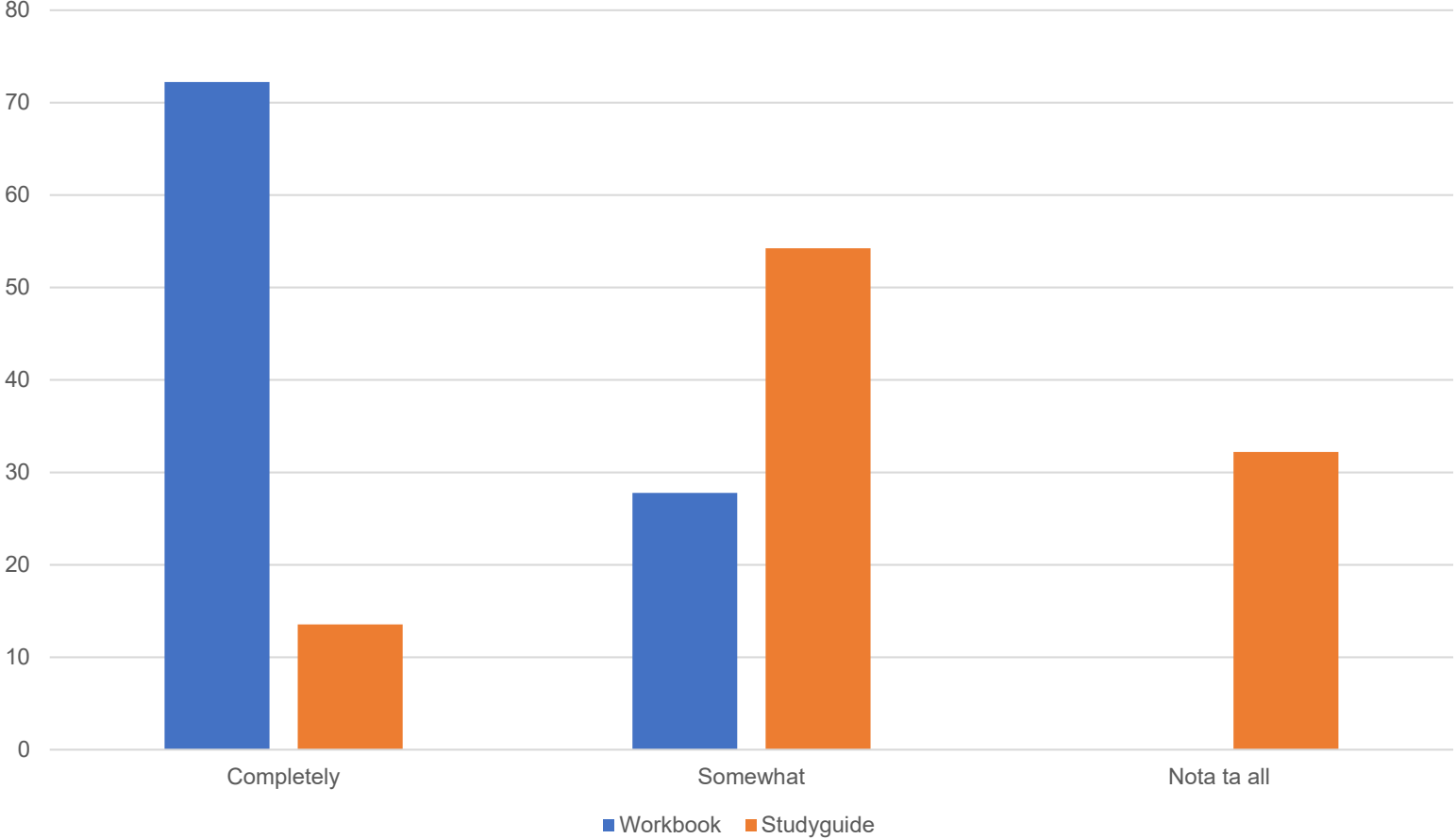
The workbook/study guide helps me prepare for the assingment





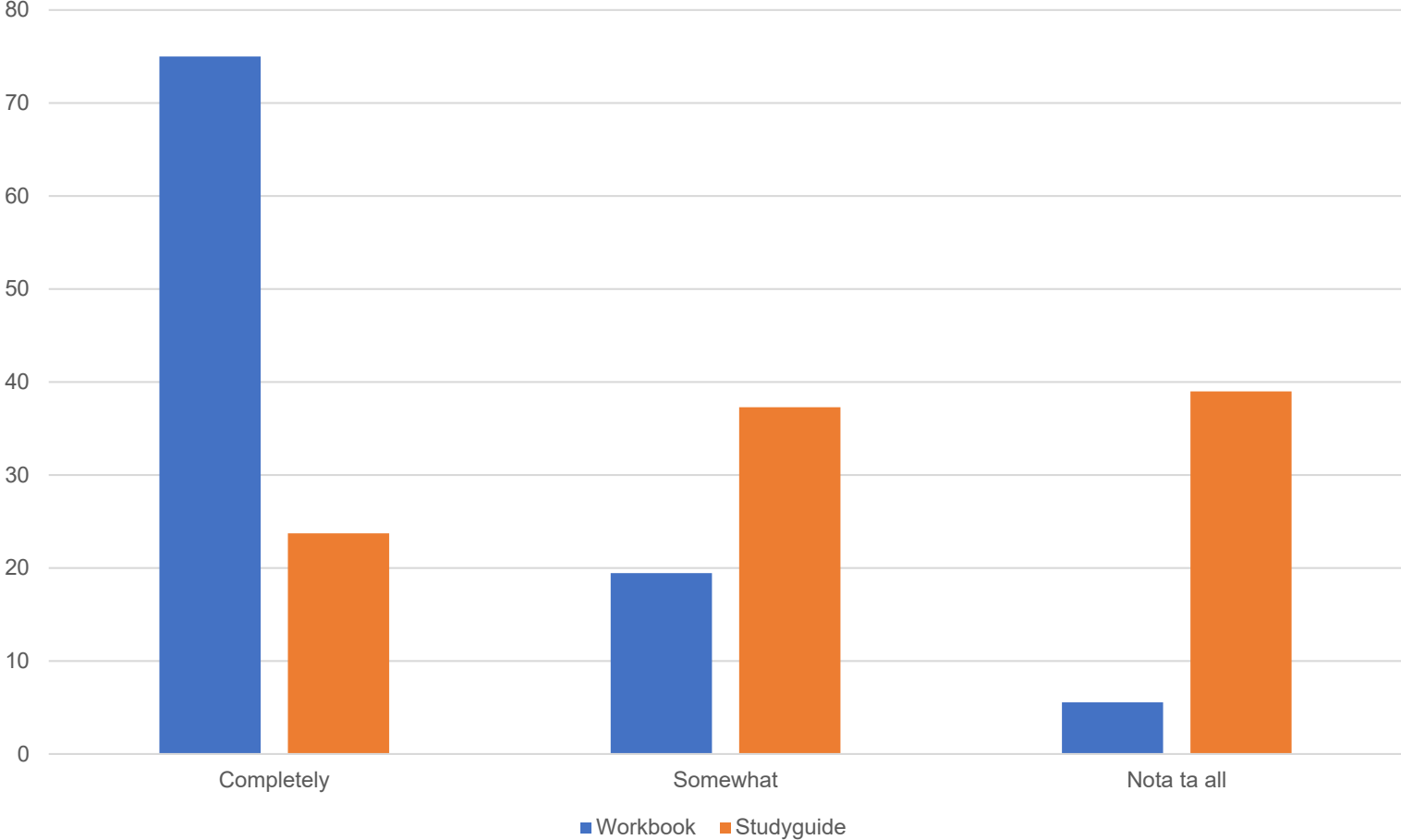
# Results

The workbook/studyguide helps me manage my time



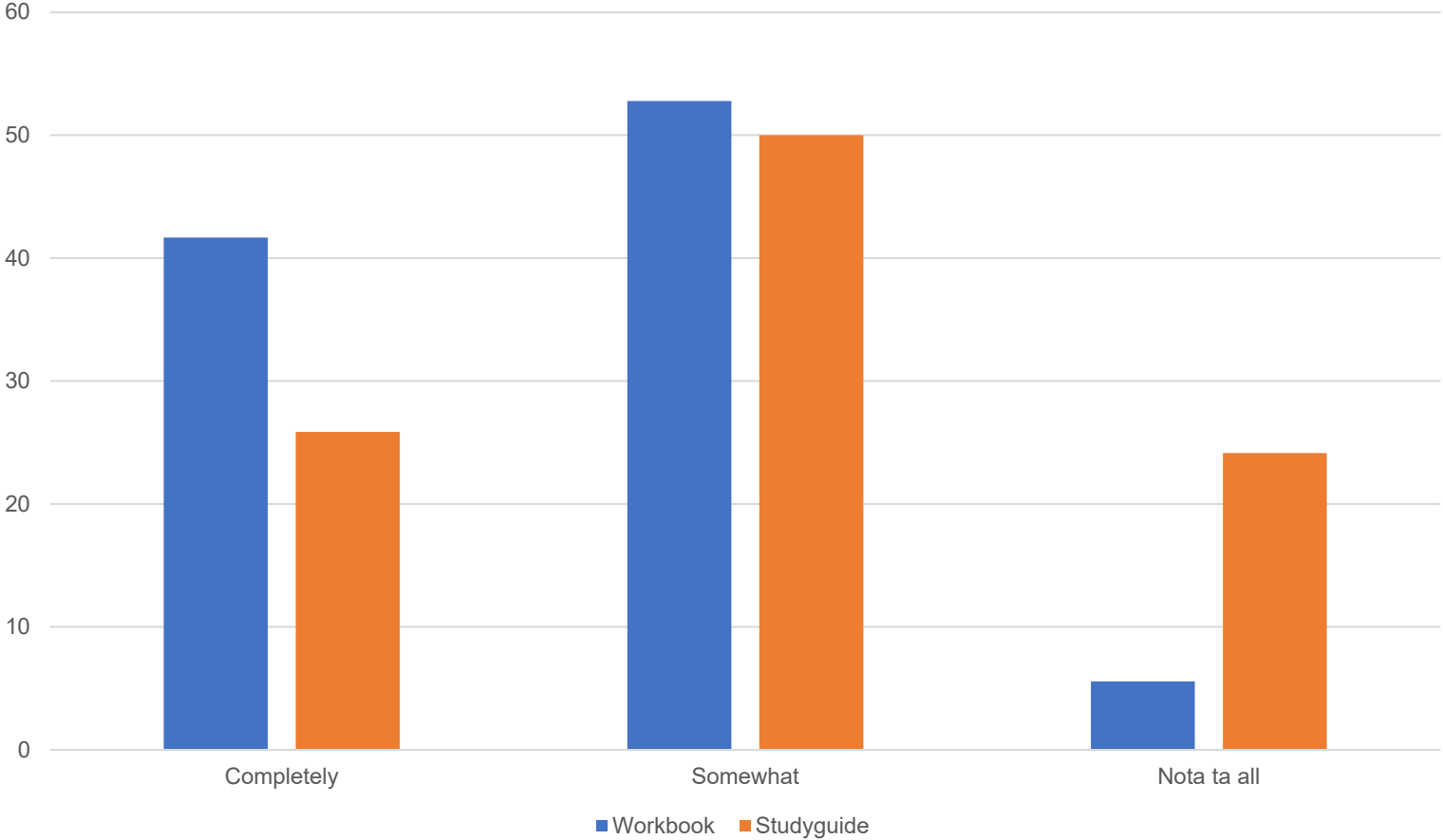
# Results

The workbook/studyguide encourages me to attend the live session



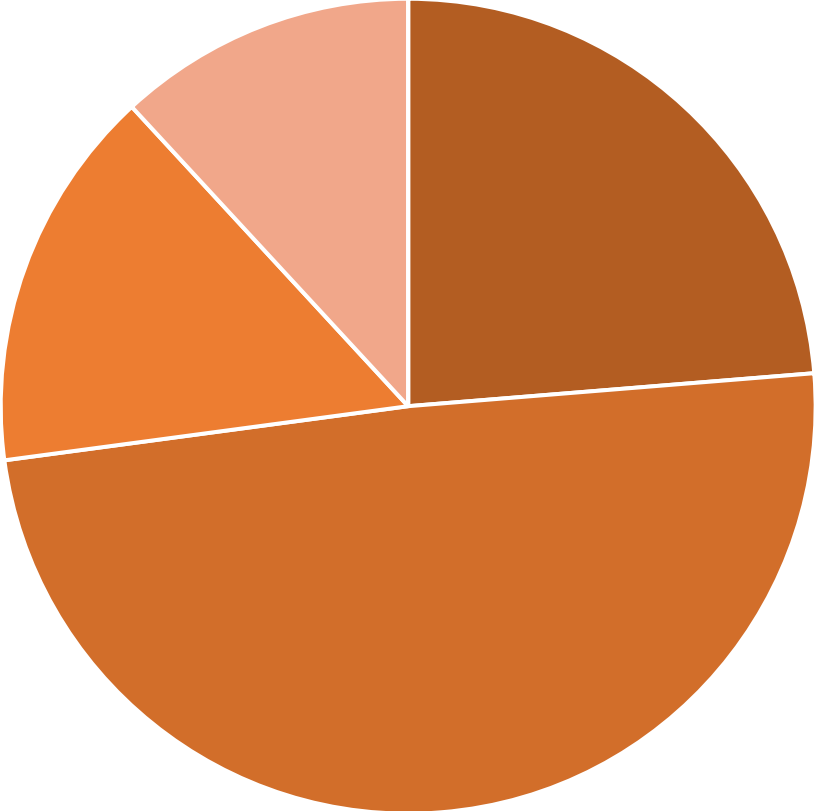
# Results

The feedback from the workbook/studyguide has helped me with the assignment



# Pinch of salt

Changes in delivery due to Covid have been



■ Very negative for me ■ Somewhat negative for me ■ Neithr negative nor positive ■ Somewhat positive for me ■ Very positive for me



# Current changes

The screenshot shows a Blackboard LMS interface for the course MARK1502 Principles of Marketing. The page is titled "Week 17 - Promotion 2" and contains several content items:

- Week 17 Promotions 2**: A content item containing three images of McDonald's promotional items (a burger, a drink, and a meal) with the text "Follow the clues, watching the video, listening to the audio to identify the products and answering the tasks".
- Promotions 2a lectures slides**: A content item with the label "Booklet: Statistics Training".
- Promotions 2a lecture audio**: A content item with the label "Booklet: Statistics Training".
- Heinz advert**: A content item featuring a red background with several Heinz ketchup bottles. Below the image is the text "Why is Heinz the company chosen to advertise their product in this way?".
- Promotions 2b lecture slides**: A content item with the label "Booklet: Statistics Training".
- Promotions 2b lecture audio**: A content item with the label "Booklet: Statistics Training".
- Fandu Cheese Commercials (All 5)**: A content item with a video thumbnail and the text "Fandu Cheese Commercials (All 5)", "Duration: 5:00", and "View all 5 items (2/1/2017)".
- Seminar Prep**: A content item with a purple arrow icon and the text "Come to the seminar and get the discount code for a participating seminar in the world".
- Week 17 Promotions 2a**: A content item with a video thumbnail and the text "MARK1502 Principles of Marketing", "Week 17 - Promotions 2a", and "Roger Saunders" (Email: Roger.saunders@lmu.ac.uk).



# Future changes

- Student engagement (Turnitin submission)
- Preparation (Study guide/E-guide)
- Time management ?
- Participation (dependent on delivery context)
- Performance ?



# Workbooks/Study Guides

# Any questions?

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