



International Conference
The Future of Education



Integrating MOOC in Joint European Master's Degree in Digital and Social Media Marketing

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Content of the Presentation

- What is JEMSS?
- Major Findings from the Research
- Pro-MOOC Lessons Learned
- Is it possible to include Pro-MOOC in the educational process?
- Conclusions



JEMSS Project

- An ERASMUS project partially funded by the European Commission
- Aims to develop a joint masters programme in **Digital and Social Media Marketing** - [#passion4digital community](#) of Europe
- It is a partnership between 5 European universities with project leader Salford Business School, University of Salford, UK and a UK based company.



Major Findings from the Research

- A Joint Degree has to provide a good blend of soft skills and digital skills.
- Digital Marketing education should be provided both at the university and in-company training. Self-education is also needed.
- A semester abroad is an attractive feature for a Joint European Master's Degree Programme.
- Digital Learning tools should be integrated in the educational process.



MOOC on Digital and Social Media Marketing

- The major goal was to create an innovative learning material.
- Develop an xMOOC type of course.
- To test it in a large audience.
- To examine partners' collaboration. Project partners have different MOOC proficiency.



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3. Buyer persona development

Next Unit >

What is the definition of a "buyer persona"?

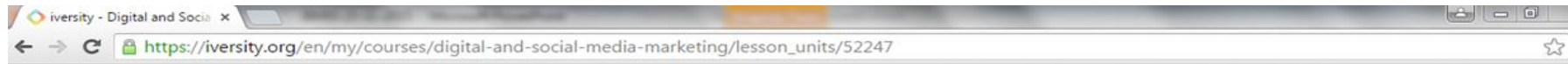
Question 1/3 - Single Choice - Attempts: 0 - try later

- An actual customer who buys actual products and services from your company on a regular basis
- An individual who consults the company on people's buying habits
- A fictional individual developed by an organization based on a researched profile of its typical customer
- None of the above

Dr Aleksej Heinze
Senior Lecturer, Salford Business School, UK



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3.3. Keyword research for buyer persona

Next Unit >

Which of the following is NOT mentioned in the video as being an aspect to consider when deciding which keywords to use?

Question 1/3 - Single Choice - Attempts: 0 - try later

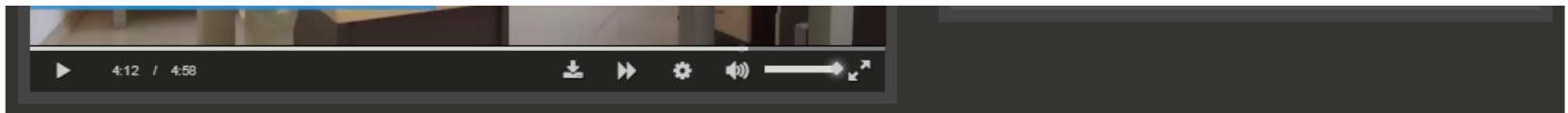
- Relevance
- Competition
- Popularity
- Authenticity

Kristina Chokoeva
Marketing Director, DINO, Bulgaria

4:12 / 4:58



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- Exercises
- Additional Materials**
- References
- Related Discussions

Additional Materials

Example of keyword plan for businessculture.org website

A Keyword Research Plan is a standard deliverable for a digital marketing project which reviews a website and plans the structure for the entire website.

The main benefit of the Keyword Research Plan is the logical structuring of themes for all pages with one primary and two or three secondary keyword terms. This also includes the writing of the Title, Description, URL and Heading 1 text which integrates the primary keyword if possible.

Please see this Google spreadsheet which contains the example of the Keyword Research Plan for the businessculture.org website

<https://docs.google.com/spreadsheets/d/12XRYyODpX1MYbU61-H9SbC3Z3tDuMIYgDN1-fbOcuDQ/edit?usp=sharing>

You can see here:





MOOC Lessons Learned 1

- Digital and Social Media Marketing is an attractive MOOC area: 14 000 participants all over the world took part in the course.
- Students can take such course for different reasons and gain a variety of benefits:
 - To develop digital marketing strategy
 - To hire a digital marketing consultant
 - To improve digital knowledge and skills
 - To find out that digital marketing is not one's carrier



MOOC Lessons Learned 2

Many suggestions for course improvement:

- ✓ *Peer evaluation*
- ✓ *The time needed for homework preparation*
- ✓ *Level of difficulty of the quizzes*
- ✓ *Additional written support for the videos*
- ✓ *The opportunity to go back to the course and review material*
- ✓ *More additional readings*



MOOC Lessons Learned 3

- ✓ Time consuming
- ✓ Need of expert skills beyond digital marketing
- ✓ Coordination of an international team in course development and implementation
- ✓ High dropout rates
- ✓ Updating of the content
- ✓ Sustainable business model of the course



MOOC Lessons Learned 4

- ✓ Different legislation in the project partners' countries
- ✓ Experience in distance learning is not enough for accepting MOOC as a full-fledge course in the curriculum.
- ✓ The growing commercialization of the technology platforms is also a major challenge.



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**Thank you for your
attention!**

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