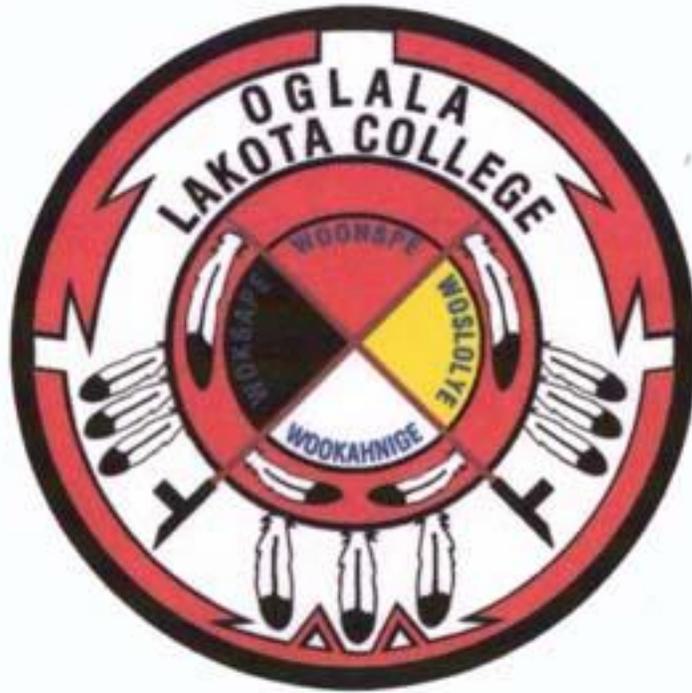


ONLINE LEARNING  
STUDENT GUIDE



Updated  
8-26-2010  
LB

# Student Guide – Introduction

The course assumes that your teacher has confirmed that you have at least a basic knowledge of how to use a computer including using input devices like a mouse and a keyboard. In addition, it is assumed that you are familiar with your web browser and navigating between pages on the internet or an intranet.

In this guide you will be introduced to the basics of participating in an online course.

The actual appearance on screen is governed by settings on your own computer and as a result what you see may be slightly different to that shown in the examples.

Please follow the steps in the order shown until you have completed the section on basic navigation.

## *Entering the course website*

Go to the course website using the site address provided to you by your teacher or the site administrator.

<http://virtualcampus.olc.edu/>

## *Entering the course*

When you first access the course pages you will see a list of the courses on the site.

The screenshot shows a Mozilla Firefox browser window displaying the Virtual Campus website. The address bar shows <http://virtualcampus.olc.edu/>. The page header includes the Virtual Campus logo and a login status: "You are not logged in. (Login)".

The main content area is divided into several sections:

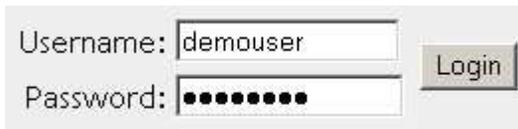
- Oglala Lakota College**: Virtual Campus Distance Learning Portal. Includes links for "Getting Started", "Help Sites", "Tuxedo Mail", and "Forgot your password ????".
- Site news**: A news source titled "Your Virtual Campus News Source" by Admin User, dated Tuesday, 4 May 2010, 03:29 PM.
- Available Courses**: A list of courses with descriptions and prerequisites.
  - BAD 263 - Principles of Marketing - Online**: Teacher: Lone Broberg. Course Description: An overview of the field of modern marketing, with detailed emphasis on: the marketing concept; strategic marketing - with environmental scanning and internal audits; social responsibility and ethics in marketing; marketing research a & information systems; consumer behavior & organizational markets; products, the product life cycle, product management, branding-packaging-labeling; the marketing of services & service quality. 3 credit hours. Prerequisite: None.
  - BAD 333 - Business Communications - Hybrid**: Teacher: Ahmed Alasfour. Course Description: This course covers modern practices in the preparing, planning, writing and dictating all types of business letters and reports that are commonly required in business operations. Prerequisite: Engl 113 (or higher).
- Calendar**: A calendar for August 2010.

The browser's taskbar at the bottom shows the system tray with the date "Spring 2010" and the time "3:51 PM".

Find the course in which you are enrolled in. (you may find additional information by clicking on the information icon).

When you are confident you have the correct course, click on the text of the courses title.

If you are not already logged into the site you will be redirected to the log in page where you must enter your user name and password in the boxes provided, see below. The username and password will be those you specified when you created your new account to access the site.



A login form with two input fields and a button. The first field is labeled 'Username:' and contains the text 'demouser'. The second field is labeled 'Password:' and contains ten black dots. To the right of the password field is a button labeled 'Login'.

In some cases the course may be protected so that only students who have been provided with an enrollment key (password) may enter. If this is the case you will see a “key” icon adjacent to the course title.

When you attempt to enroll on the course, displaying a “key” icon, for the first time you will be prompted for the enrollment key which you will need to enter before you can proceed.



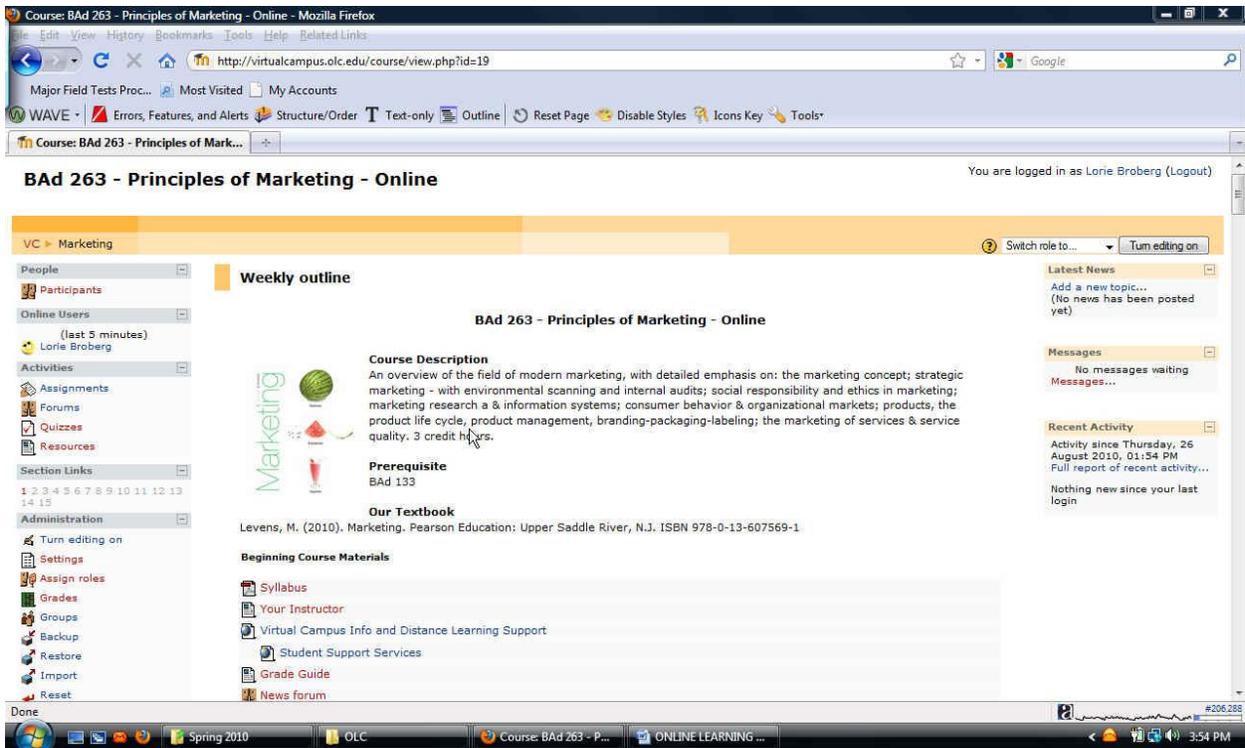
A form for entering an enrollment key. It features a label 'Enrolment key:' followed by a text input box. Below the input box are two buttons: 'Login' and 'Cancel'.

The enrollment key will be provided to you separately, please do not share it with others unless you are requested to do so by your teacher or the site administrator. Before we move on, it’s worth mentioning one other icon you may encounter – the “Guest” icon.

This icon indicates that a course may be viewed by guests who are not enrolled on the course. Guests are not allowed to participate in activities in the course. In some cases guests are required to enter an enrollment key to gain access to the course.

### ***In the course.***

In this section we will take a quick tour of the course environment. Some of the items will be described in more detail later. Online course at Oglala Lakota College are using a formatted template for use in all online courses; therefore, each course will look the same.



The course title is shown in the top left hand part of the screen. In this case we are in the “Bad 263 – Principles of Marketing –Online” course.

In the top right hand corner you will see something like the following:

This shows your user name (in this case it should reflect your name), if you click on the user name you will display your own profile where you can enter information about yourself. In addition, the word “Logout” is displayed, if you click on this you will exit both the course and the site.

**Basic navigation.**

There are a two primary ways to move around the course.

First – the use of “Breadcrumbs” – this is a menu positioned below the course title which shows your position in the course. The notes below the following breadcrumbs example will make this clearer.

The following picture has a circled area towards the top left which indicates where you can locate your breadcrumbs.

The screenshot shows a web browser window with the following elements:

- Address bar: <http://virtualcampus.olc.edu/mod/resource/view.php?id=1986>
- Page Title: Marketing: Grade Guide
- Breadcrumb Trail: [VC](#) > [Marketing](#) > [Resources](#) > [Grade Guide](#) (highlighted in orange)
- Section Header: Lesson Grade Guide
- Table Title: BUSINESS DEPARTMENT GRADING RUBRIC FOR DISCUSSION BOARDS

Criteria	A (90-100) Outstanding	B (80-89) Proficient	C (70-79) Basic	D/F (0-69) Below Expectations
<b>Critical Thinking</b>	- rich in content - full of thought, insight and analysis	- substantive information - thought, insight and analysis has taken place	- generally competent - information is thing and commonplace	- rudimentary and superficial - no analysis or insight is displayed
<b>Connections</b>	Clear connections - To previous or current - To real-life situations	- new ideas or connections - lack depth and/or detail	- limited, if any connections - vague generalities	- no connections are made - off topic
<b>Uniqueness</b>	- New Ideas - New connections - Made with depth	- new ideas or connections - lack depth	- few, if any new ideas or connections - rehash or	- no new ideas - "I agree with "

- VC: Clicking on this would take you to the screen which displays all of the courses on the site.
- Marketing: This is the name for this course, clicking on this would take you the main course page.
- Resources: Clicking on this would display a list of all of the resources in this course.
- Grade Guide: This is in a different color and indicates that this is the activity currently being viewed.

The above is only one example of how the breadcrumbs menu may appear. Keep any eye on this as you navigate around the course, you will notice that it changes to reflect your current position.

The second method of navigation is utilizing the course room links (typically in text form.) Text links are used extensively in courses and are used for a number of purposes in addition to navigation e.g. display information, turn options on or off.

Note that if you use the above or click on the “Home” or shortened course name links to navigate to another area of the course your input may not be saved. To avoid this always ensure that you complete what you are doing within the activity first e.g. post to a forum, save changes.

Throughout the website and course you will encounter text which changes color and becomes underlined when you move your on screen cursor over it. These are text links which, when clicked, will take you whatever is described in the link text.

Finally, it is possible to navigate between pages by using the navigation buttons on your web browser. This is not recommended, you will obtain more consistent results by using the navigation options within the website and course pages.

The main course page is divided into a number of specific areas which you will encounter often (although not necessarily always as mentioned above). An overview of these is given in the following sections.

## Weekly Outline

Topics often reside in the center of the course main page. It is in the topics that your teacher will place the activities etc., which make up the online elements of your course. The column of topics may vary in appearance depending on how your teacher has designed the course. Topics may be identified by a number, a number and date range or simply by a descriptive name. Examples of each are shown below:

### BAd 263 - Principles of Marketing - Online

You are logged in as Lorie Broberg (Logout)

The screenshot displays the Blackboard interface for the course 'BAD 263 - Principles of Marketing - Online'. The top navigation bar shows 'VC > Marketing' and 'You are logged in as Lorie Broberg (Logout)'. The left sidebar contains various course management tools like 'Participants', 'Online Users', 'Activities', 'Assignments', 'Forums', 'Quizzes', 'Resources', 'Section Links', and 'Administration'. The main content area features a 'Weekly outline' section with a 'Marketing' graphic and a 'Course Description' that reads: 'An overview of the field of modern marketing, with detailed emphasis on: the marketing concept; strategic marketing - with environmental scanning and internal audits; social responsibility and ethics in marketing; marketing research a & information systems; consumer behavior & organizational markets; products, the product life cycle, product management, branding-packaging-labeling; the marketing of services & service quality. 3 credit hours.' Below this, it lists a 'Prerequisite' of 'BAd 133' and 'Our Textbook' as 'Levens, M. (2010). Marketing. Pearson Education: Upper Saddle River, N.J. ISBN 978-0-13-607569-1'. A 'Beginning Course Materials' section includes links for 'Syllabus', 'Your Instructor', 'Virtual Campus Info and Distance Learning Support', 'Student Support Services', and 'Grade Guide'. The right sidebar shows 'Latest News' (no news posted yet), 'Messages' (no messages waiting), and 'Recent Activity' (activity since Thursday, 26 August 2010, 01:54 PM).

**Welcome to Week Six**

**Chapter 8 - The Brand**

The process of creating, cultivating and strategically managing brands builds on concepts of value creation, consumer decision making and consumer insights discussed in preceding chapters. Strong brands provide a consumer with relevant and desired benefits and possess a distinct position in the consumer mind. Ultimately, brands form a connection between companies and consumers that, if properly nurtured, can provide the means to realize the financial potential of the company.

Lesson Objectives, Materials and Assignments

- Individual Assignment
- Discussion - Your favorite brand
- Chapter 8 Quiz

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**11 October - 17 October**

**Welcome to Week Seven**

**Mid-Term**

This exam will cover chapters 1, 2, 3, 4, 5, 6, 7 and 8.

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**18 October - 24 October**

**Welcome to Week Eight**

**Chapter 9 - Segmenting, Targeting and Positioning**

The process of segmenting, targeting and positioning builds on concepts of building a brand and a marketing philosophy. Without a strong brand to which consumers ascribe equity and a company philosophy that places a brand at the forefront of its business, no segmentation effort can be successful. Well-crafted segmentation can provide a company with the means to efficiently identify and target consumers with a value proposition that is differentiated from its competitors. The process of identifying and selecting segments

For the first two types of topic above, the first image provides you with the course introduction. The second image provides you with a view if all weeks in the course are open. It displays the date, week of study, area to be studied and assignments.

*Lesson Objectives, Materials and Assignments* is a vital area within the course each week. This area provides an overview of the weeks lessons with links to files which you may need to view. Be sure to read this section carefully. The other links will take you to course assignments which may also be linked in the previous section.

It is possible to focus on one topic only and to access the other topics by selecting from a drop down list. Note the box with the “Jump to...”

Consumer markets include individuals and households that are potential or actual buyers of products and services that assist in further production only indirectly or incidentally, if at all. Business markets include individuals or organizations that are potential of actual buyers of goods and services that are used in or in support of the production of other products or services that are supplied to others. Business markets generally are organized by similar geographic locations, are influenced by consumer market demand, exist in fewer numbers, involve more individuals in the buying process and are subject to a more formal buying process than are consumer markets.

Lesson Objectives, Materials and Assignments → ↕ 🔊 🔍

- Individual Assignment ← → ↕ 🔊 🔍
- Discussion - Chapter 1 ← → ↕ 🔊 🔍
- Discussion - Chapter 2 ← → ↕ 🔊 🔍
- Chapter 1 Quiz ← → ↕ 🔊 🔍
- Chapter 2 Quiz ← → ↕ 🔊 🔍

Add a resource... Add an activity...

Jump to...

Moodle Docs for this page

You are logged in as Lorie Broberg (Logout)

[Home](#)

This can make navigation more convenient where there are many topics in a course. To achieve this click on the squares at the right edge of the topic area you want displayed, see below.

30 August - 5 September

Welcome to Week One

The Meaning of Marketing - Chapter 1 and The Market in Marketing - Chapter 2

Chapter 1 Summary

Building on the idea that everyone has some experience with marketing, the concept of marketing and marketing functions was developed and expanded. Marketing involves the creation of value that results in effective customer relationships. Marketing is used for a variety of tangible and intangible items, including the following:

*The arrow points to the icon which you can control seeing a weekly view or the whole course view*



## Blocks

Blocks are on screen areas which are placed at the side of the main course page. They fulfill a range of functions as described below.

### People block:



The People block provides links to a list of all participants in the course by clicking “Participants” and your own user profile by clicking “Edit profile”.

Sometimes you will see a reference to “Groups” in this block. This means that your teacher has established separate groups amongst the participants in the course. The manner in which you may view or interact with members of other groups (if at all) will vary depending on the needs of the course.

### Online users block



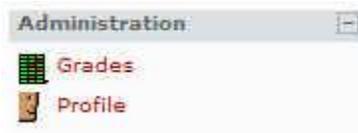
This block displays who is (or has been online) in the course.

## Activities block



This block displays all of the available activity types in the course. Clicking on the text to the right of the activity icon will display a list of all of the available activities of that type.

## Administration block



This block contains a link to the Grade book where you can monitor your achievement against each graded activity. This is where you will find the profile link and you will be able to manage your profile for the course.

The next section of blocks is located on the right side of the screen.

## Latest news block



These blocks display brief details of news added to the Course News Forum including who posted the news, the title of the news item and the date and time. Clicking on the word "more..." will take you directly to the full news item.

To view messages utilize the message block.