

Using multimedia for interactive synchronous online teaching in IB

GSU-CIBER Virtual Webinar Series
June 11, 2020

Dr. Nukhet Vardar
Director, El Izi UK Limited

Dr. Filip De Beule
Professor, KU Leuven, Belgium

Today's topic

- More on «how», rather than «why»
- Stand-alone video case study series
 - *Brands Whisper'g® and MNC Whispering*
- *Brands Whisper'g®* is a web and video based e-book for Marketing since 2016
- *MNC Whispering* is a new video case collection for IB, part of an ERASMUS+ Project, using *Brands Whisper'g®* methodology
- Quick integration of video cases during online teaching

Use of multimedia in teaching

- «learning from words and pictures»
- Different forms – films, documentaries, video cases, etc
- R. E. Mayer and colleagues' pioneering research since 1990s
- On E-learning and the use of multimedia (*Clark & Mayer, 2016*)

Pls see Reference List for research regarding use of multimedia in teaching and in Business Studies.

While producing stand-alone video cases

«people learn better from words and pictures, than words alone» (*Mayer, 2001*)

«cognitive load needs to be reduced in the design of multimedia» (*Mayer, Moreno, 2003*)

«special attention is essential for good narrative & link to curriculum»



«Simple is more in
multimedia learning»

About *Brands Whisper*'g®

- Web and video based e-book, for teaching Marketing/Business Studies
- Real life video cases, scripted by lecturers & narrated by co. executives in 20 minute videos
- Based on dilemma training, with problem and solution method
- Win-win both for academia and business world

- First launched in March 2016; currently 14 video cases (www.brandswhispering.com)
- Both anecdotal and empirical evidence
- Global distribution by The Case Centre, 9 video cases with 29 accompanying teaching materials* and expanding

@brands_whisper

* <https://www.thecasecentre.org/educators/ordering/whatsavailable/collections/BrandsWhisper/g>

Video case Global marketing strategy – Unilever's Axe

- App. a 7-minute clip in four parts, taken from a 20-minute video
- Unilever Deodorant Category Manager explains Axe launch in Turkey in 1986, using its international brand promise of “female attraction”
- In 1980s international brand claim: “women finding Axe using men attractive”
- After 2010, moved away from **gender specific stereotyping globally**, in line with consumer expectations
- Different shades of standardisation and adaptation, over a 30-year period, with some tangible trade offs

@brands_whisper

An example of online teaching with video cases – 4 step approach



1) Synchronous

- Giving background info and linking to curriculum and textbook

Global marketing strategy - Unilever's AXE Brand

Part 5 | Functional Area Excellence

Chapter 16

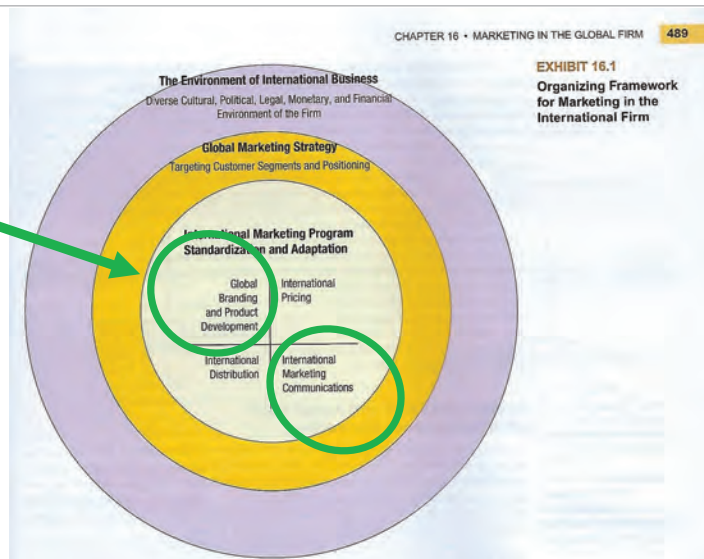
Marketing in the Global Firm

Learning Objectives After studying this chapter, you should be able to:

16.1 Explain global market segmentation.	16.4 Explain international pricing.
16.2 Understand standardization and adaptation of international marketing.	16.5 Understand international marketing communications.
16.3 Describe global branding and product development.	16.6 Describe international distribution.

@brands_whisper

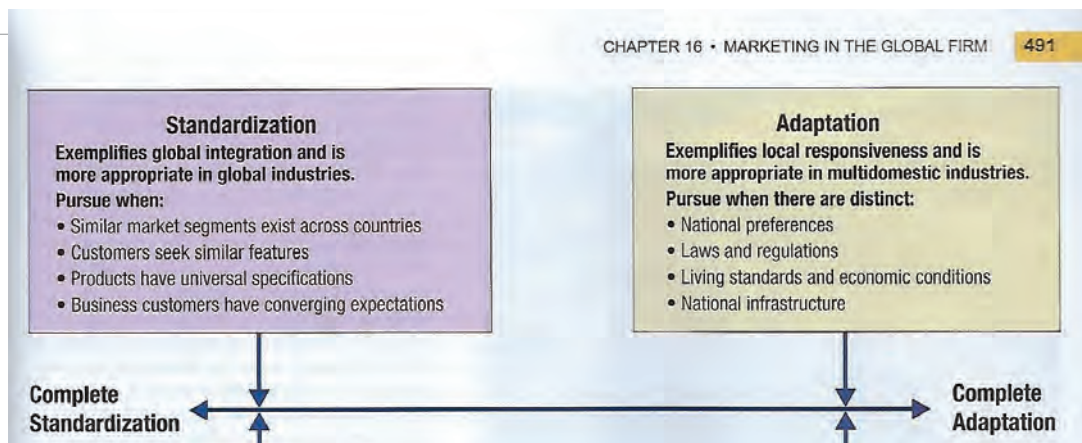
The case will look into the inner circle



@brands_whisper

Cavusgil, S. T., G. Knight, J. Reisenberger, (2020). *International Business: The New Realities*. Pearson Education. 5th edition. Global edition. UK. p. 489

In real life there is always a trade off

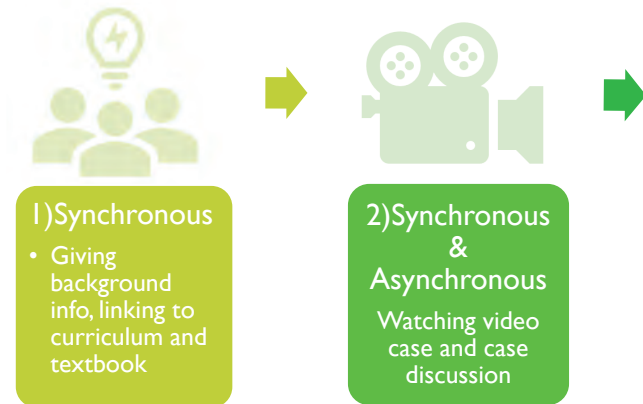


Q: When to use global campaigns and when to use local campaigns?

@brands_whisper

Cavusgil, S. T., G. Knight, J. Reisenberger, (2020). *International Business: The New Realities*. Pearson Education. 5th edition. Global edition. UK. p. 491

Online teaching with video cases (2)



Axe using global campaign at its launch

After 2010, moving away from gender specific stereotyping globally

@brands_whisper

<https://www.thecasecentre.org/corporate/products/view?id=164944>

Global campaign: With considerable adaptation

@brands_whisper

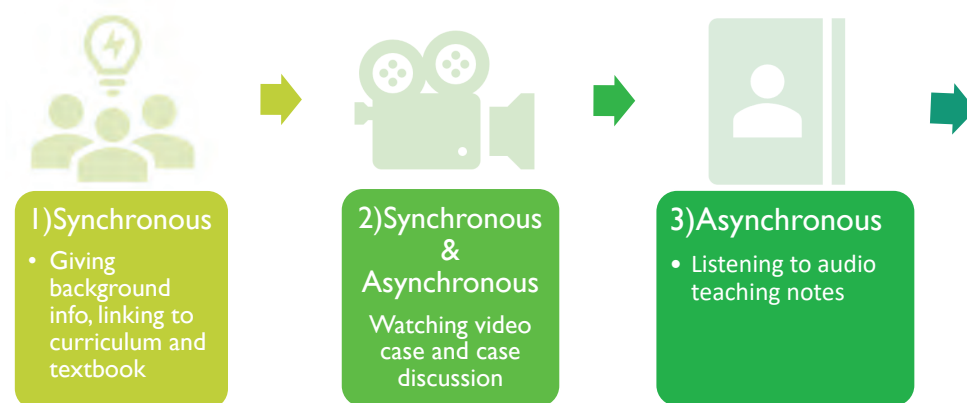
<https://www.thecasecentre.org/corporate/products/view?id=164944>

A local campaign: «Sorry if I hurt you»

@brands_whisper

<https://www.thecasecentre.org/corporate/products/view?id=164944>

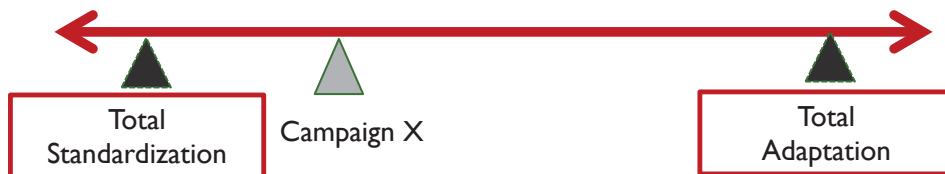
Online teaching with video cases (3)



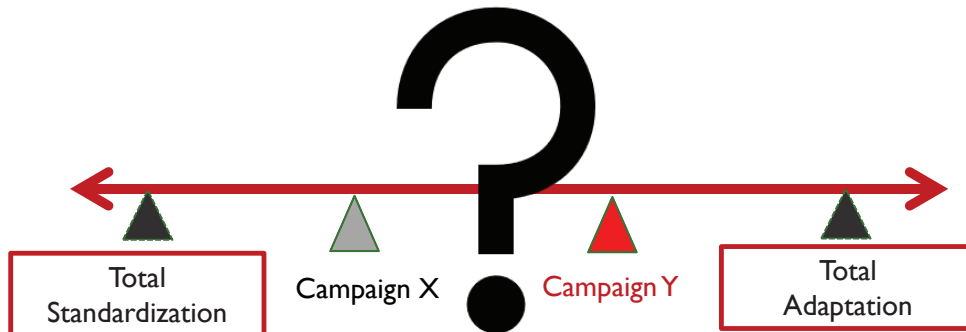
Global campaigns



Global campaigns

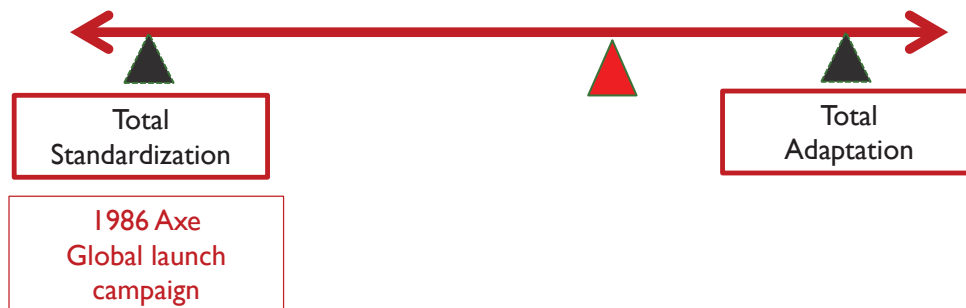


Global campaigns



<https://www.thecasecentre.org/educators/products/view?id=164941>

Axe, Turkey «Find Your Magic» Campaign



<https://www.thecasecentre.org/educators/products/view?id=164941>

Axe, Turkey global campaigns vs local ones



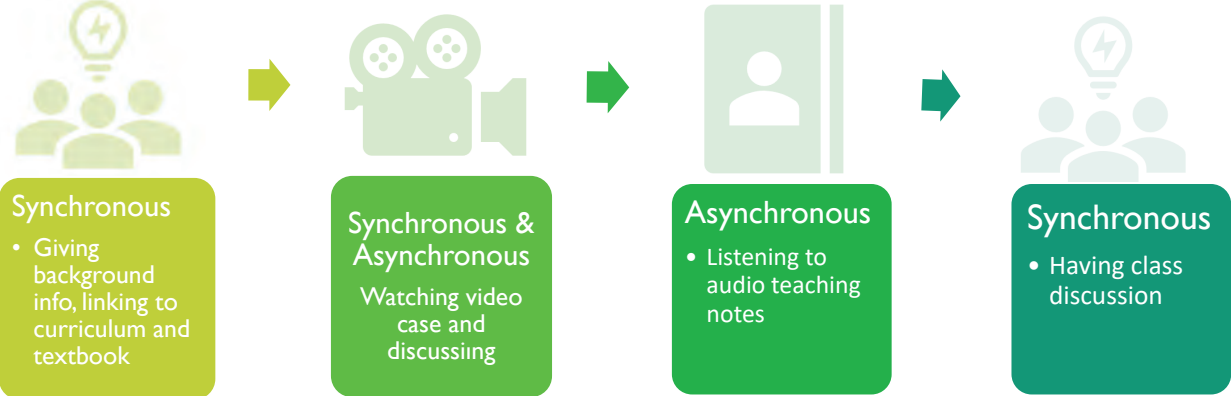
<https://www.thecasecentre.org/educators/products/view?id=164941>

Axe, Turkey global campaigns vs local ones

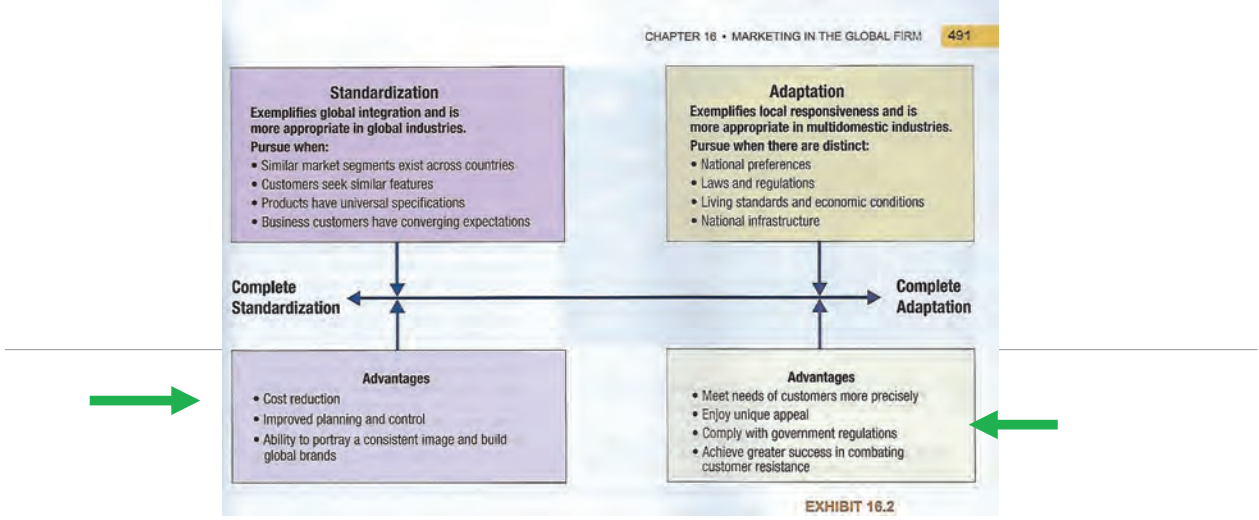


<https://www.thecasecentre.org/educators/products/view?id=164941>

Online teaching with video cases (4)



Switching back to synchronous for discussion



@brands_whisper

2) Example of stand-alone video case for IB *MNC Whispering*

References

- Bachiochi, P. D. (2003). Using the film office space for an I-O application paper. Presentation in Watt, J. D. (Chair). I-O at the movies: Feature films as teaching resources. SIOP Conference in Orlando, FL
- Cavusgil, S. T., G. Knight, J. Reisenberger, (2020). *International business: The new realities*. Pearson Education. 5th edition. Global edition. UK
- Champoux, J. E. (1999). Film as a teaching resource. *Journal of Management Inquiry*. 8(2). 206–217
- Clark, R. C., R. E. Mayer (2016). *E-learning and the science of instruction: Proven guidelines for consumers and designers of multimedia learning*. John Wiley & Sons
- Gilinsky, A. Jr., N. D. Lawson, (2016). Are you ready for digital case studies? *Case Research Journal*. 36(1). Winter. 129-140
- Liedtka, J. (2001). The promise and peril of video cases: Reflections on their creation and use. *Journal of Management Education*. 25(4). 409-424 (DOI: [10.1177/105256290102500405](https://doi.org/10.1177/105256290102500405))
- Mullane, P. (2020). «Fireside – Moving Harvard Business School Online». Presented at *Online EdTechX Summit*, May 12, 2020. London (virtual space)
- Mayer, R. E. (2001). *Multi-media learning*. Cambridge University Press. New York. 2nd ed
- Mayer, R. E. (ed) (2005). *The Cambridge handbook of multimedia learning*. New York, 2nd ed
- Mayer, R. and Moreno, R. (2003). Nine ways to reduce cognitive load in multimedia learning." *Educational Psychologist*, 38(1), 43–52.
- Oblinger, D.G., J.L. Oblinger (2005). *Educating the next generation*. EDUCAUSE, Transforming education through information technologies (www.educause.edu/educatingthenetgen)
- Scherer, R. F., & Baker, B. (1999). Exploring social institutions through the films of Frederick Wiseman. *Journal of Management Education*, 23, 143–153
- Sorden, S. D. (2005). A cognitive approach to instructional design for multimedia learning. *Informing Science Journal*. Volume 8,
- Wynn, J. R. (2009). Digital sociology: Emergent technologies in the field and the classroom. *Sociological Forum*. 24(2). 448-456 (DOI: [10.1111/j.1573-7861.2009.01109.x](https://doi.org/10.1111/j.1573-7861.2009.01109.x))

References (2)

- Axe Video case (2019)
<https://www.thecasecentre.org/educators/products/view?id=164944>
- Axe Audio Teaching Notes (2019)
<https://www.thecasecentre.org/educators/products/view?id=164941>
- Brands Whisper'g - www.brandswhispering.com
- The Case Centre *Brands Whisper'g* collection:
<https://www.thecasecentre.org/educators/ordering/whatsavailable/collections/BrandsWhisperg>
- *MNC Whispering* – www.mncwhispering.com

Using video cases for online IB teaching

Filip De Beule
KU Leuven
Belgium



MNC whispering



video case library



Univerza v Ljubljani



KU LEUVEN

Co-funded by the
Erasmus+ Programme
of the European Union



Online availability

- Video cases and teaching materials will become available as they are developed.
- Everything will be available by September 2021.

KU LEUVEN

MNC
whispering
video case library

Co-funded by the
Erasmus+ Programme
of the European Union



Home - MNCwhispering | Groups | MNCWhispering - YouTube | (20) MNCWhispering (@MncWhi... | mncwhispering.com

BRIC CV Kinderen Persoonlijk KULeuven Research Teaching Travel Dropbox Mobility Tool+ | Ep... Google Scholar Toledo Portal Start - KU Loket Box | Login

f t i n @

MNC whispering video case library

HOME ABOUT IB E-BOOK VIDEOCASES NEWS TEAMS

Our first research results published in JTIB on Digital Transformation...

Category	Blue Bar (%)	Red Bar (%)
NEW CASE TOPICS	24%	21%
NEW COMPANIES	11%	9%
MORE DIGITAL CASES THAN PRINTED CASES	37%	43%
OTHER	14%	12%

Windows taskbar: 15:38

Twitter profile for MNCWhispering (@MncWhispering)

23 Tweets

MNC whispering video case library

MNCWhispering @MncWhispering · Volgt jou

MNC Whispering will create a series of video cases to illustrate, showcase and identify real-life managerial problems and decisions in International Business.

[Bijz. vertalen](#)

mncwhispering.com Lid geworden in juni 2019

55 volgend 9 volgers

Gevolgd door Nukhet Vardar

Tweets Tweets en antwoorden Media Vind-ik-leuks

MNCWhispering @MncWhispering · 7 jan.
Students love using videos as learning tool! Have a look at a sneakpeak of our Case Study Survey results!

#mncwhispering #internationalbusiness #elearning #onlinelearning #videocases #highereducation #Erasmusplus

Did you know?

FUN FACT

Zoeken op Twitter

Dit vind je misschien leuk

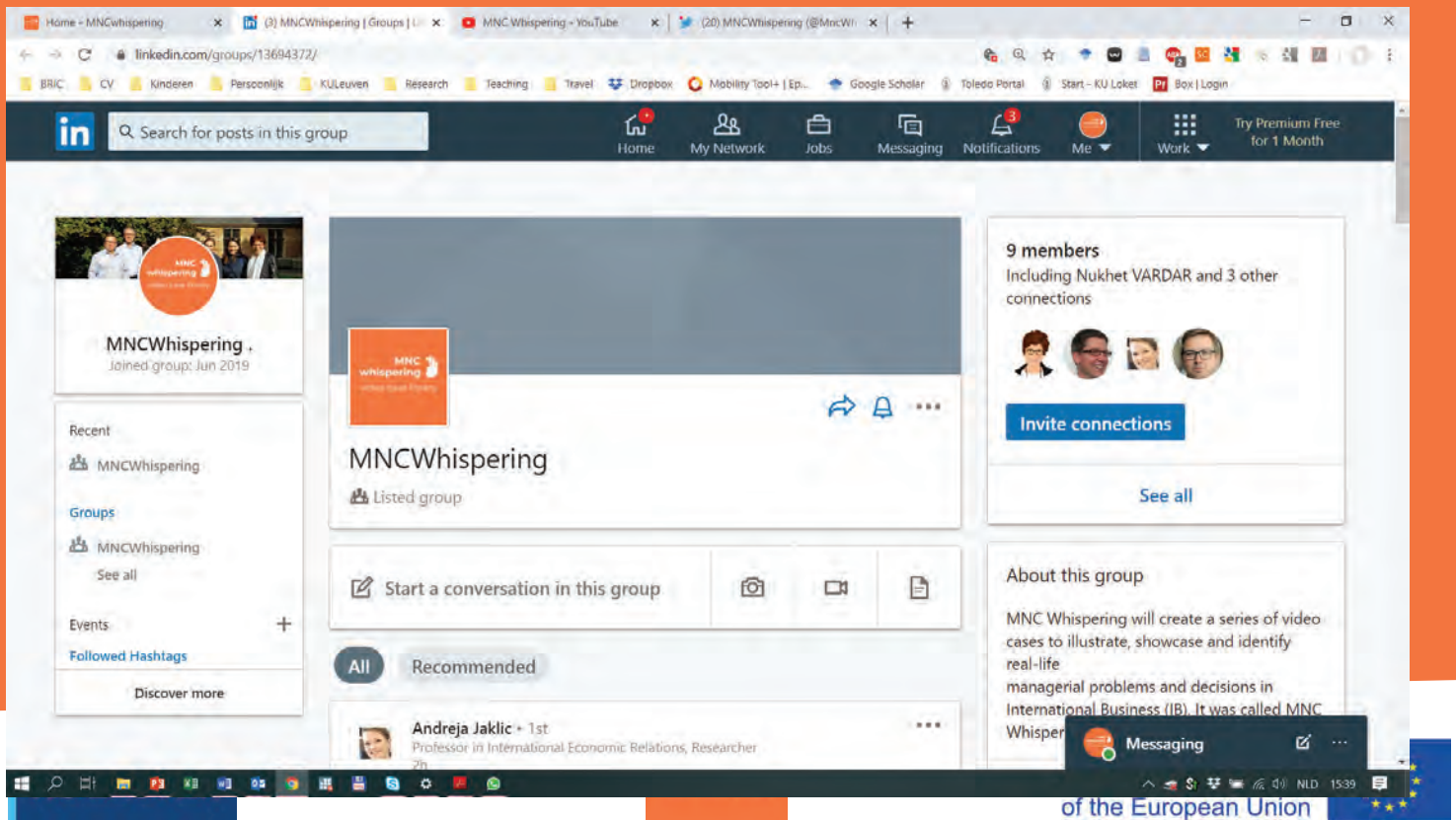
- jana @janadevuyst Volgen
- Telif Haklar Genel M... @ktbtelifhakla() Volgen

Meer Weergeven

Trends voor jou

- Trending in België #SMEs
- Trending in België Arabieren
- Trending in België benieuwd 2.230 Tweets
- Trending in België De Crem

Filip De Beule @fdebeule

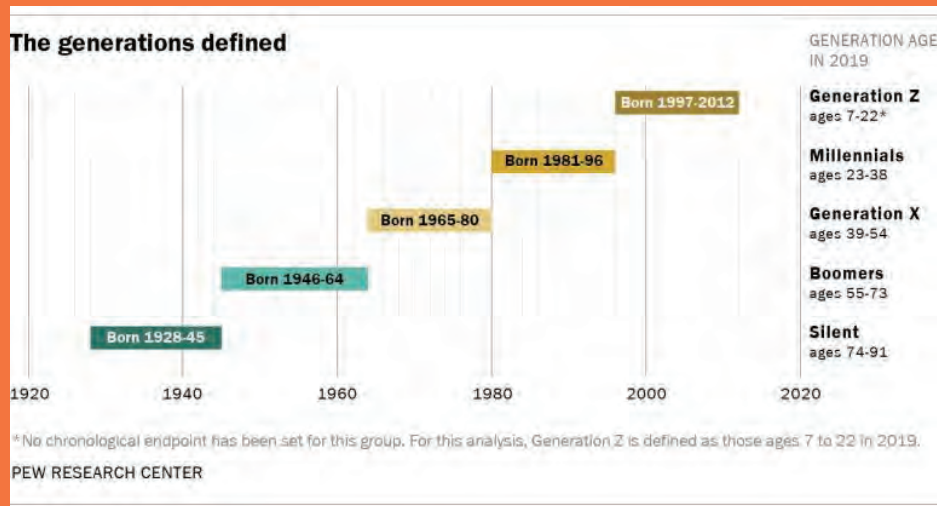


Using video cases for online IB teaching

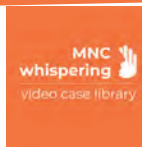
- More and more universities, faculties, business schools are offering more and more online classes
 - Ongoing trend
 - Warped because of COVID-19
- Traditional materials are not very rich or appropriate
 - For online teaching
 - For new generation of students (millennials, especially Generation Z)
- Video cases



Using video cases for online IB teaching: We are only getting started with this new generation!



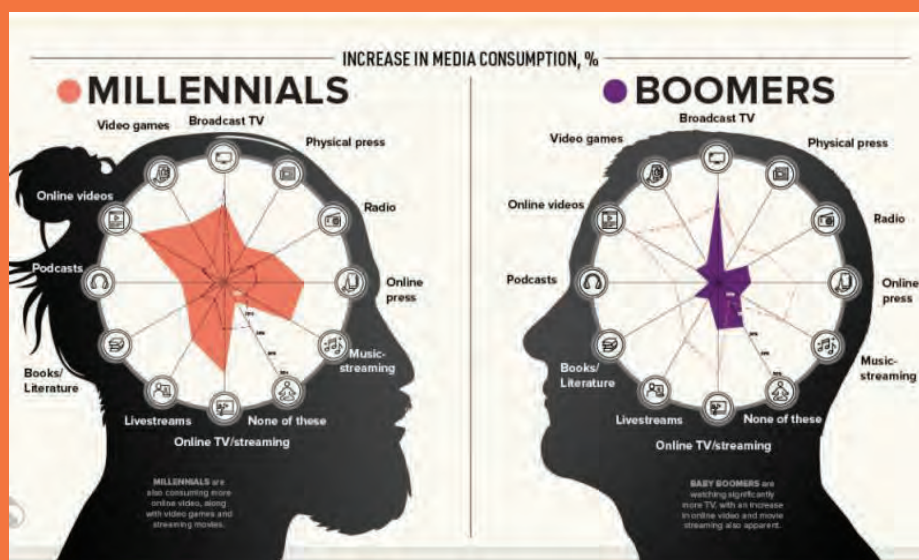
Source: Pew Research



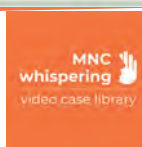
Co-funded by the
Erasmus+ Programme
of the European Union



Using video cases for online IB teaching: New students are demanding new teaching!



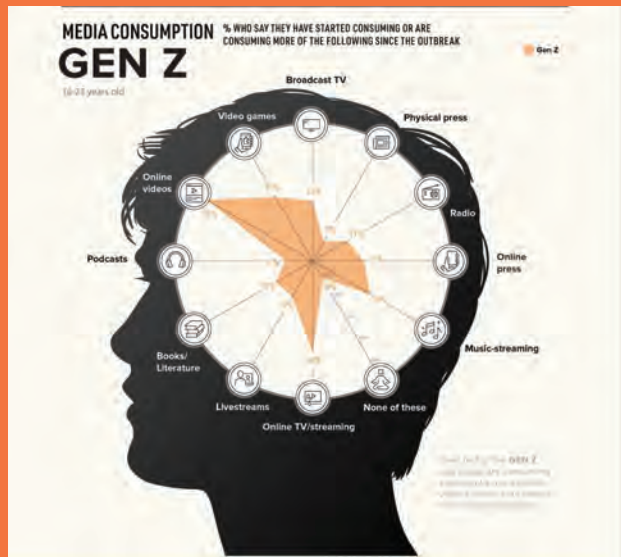
Source:
visualcapitalist.com



Co-funded by the
Erasmus+ Programme
of the European Union



Using video cases for online IB teaching: Gen Z students have a video brain!



Source: visualcapitalist.com

KU LEUVEN

MNC
whispering
video case library

Co-funded by the
Erasmus+ Programme
of the European Union



MNC
whispering
video case library

VIDEO CASE: INTERNATIONALIZATION PROCESS OF A BORN GLOBAL

KU LEUVEN

MNC
whispering
video case library

Co-funded by the
Erasmus+ Programme
of the European Union



How would you internationalize this company?



ipee video: see Zoom video recording.



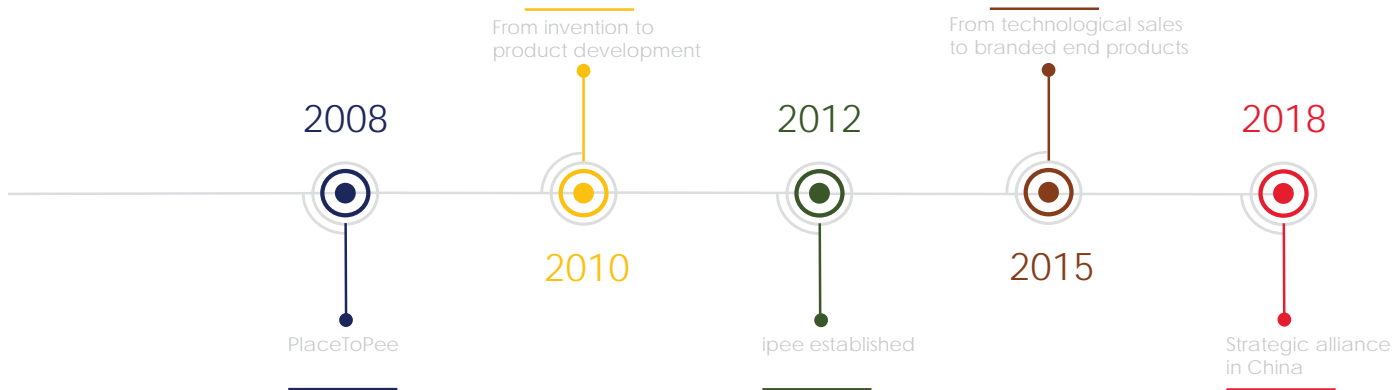
How would you internationalize this company?



Nothing so practical as a good theory!

- Apply ...
 - Uppsala model
 - Internalization theory
 - Network model
- ... to this case study.
- In what way are these theories relevant in explaining these changes?
- We create knowledge clips where theories, models, etc. are clearly visually explained.
- And these theories, models, etc. are subsequently linked to the video case.

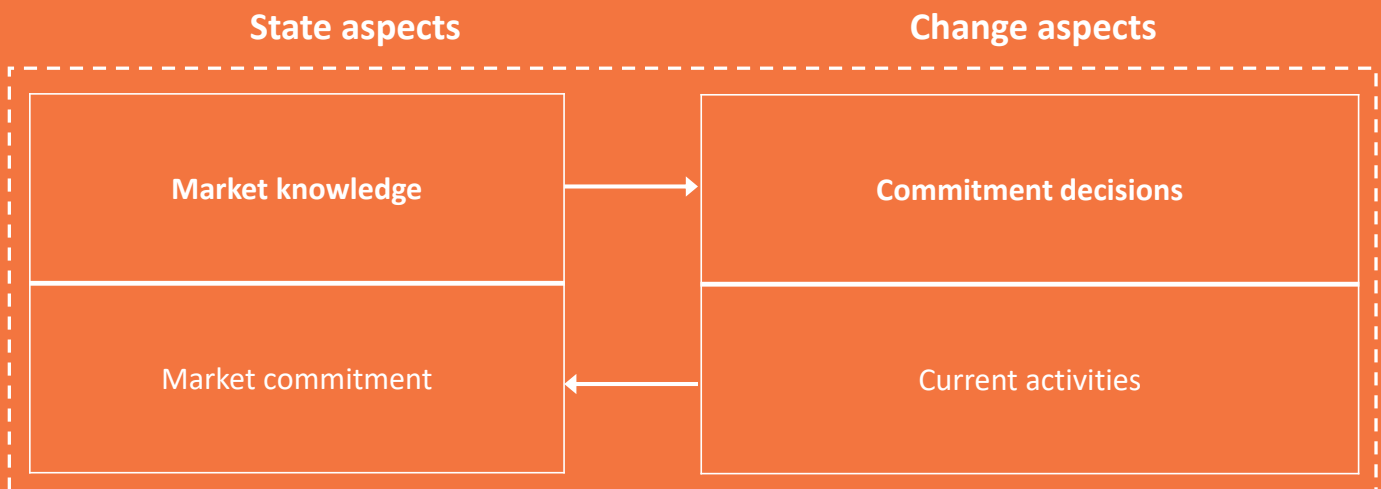
ipee's internationalization path



Co-funded by the
Erasmus+ Programme
of the European Union



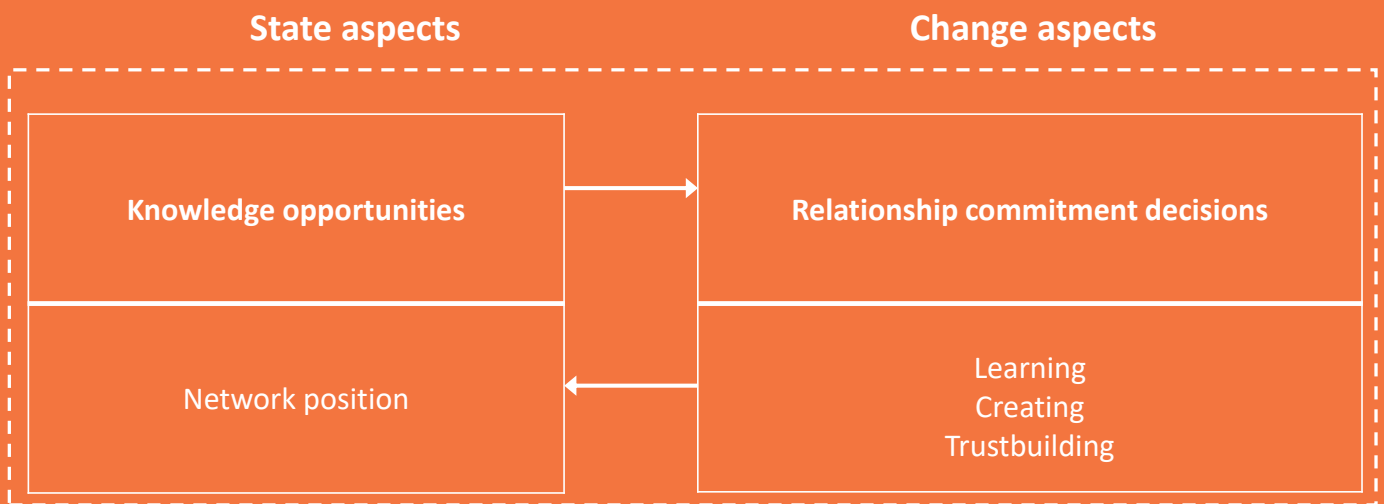
Process model mechanism, 1977



Co-funded by the
Erasmus+ Programme
of the European Union



The business network internationalization process model, 2009



Process Model



Use in teaching

- I like students to read chapter in textbook beforehand. So they have some theoretical and empirical background knowledge to try to answer the questions in class.
- I typically do cases in class using, for instance, Blackboard Collaborate, creating teams of students.
- But obviously, other programs also allow for this, like Zoom, or Teams, or Meet.

- I like to relate theory to case also in class.
- They can check knowledge clips also afterwards.

KU LEUVEN

MNC
whispering
video case library

Co-funded by the
Erasmus+ Programme
of the European Union



Use in teaching

- You could also have students prepare (part of) case study in advance, and build on it in class.

- The learning of theory could (partially) precede or follow the video case.

Source: Ajibot.com

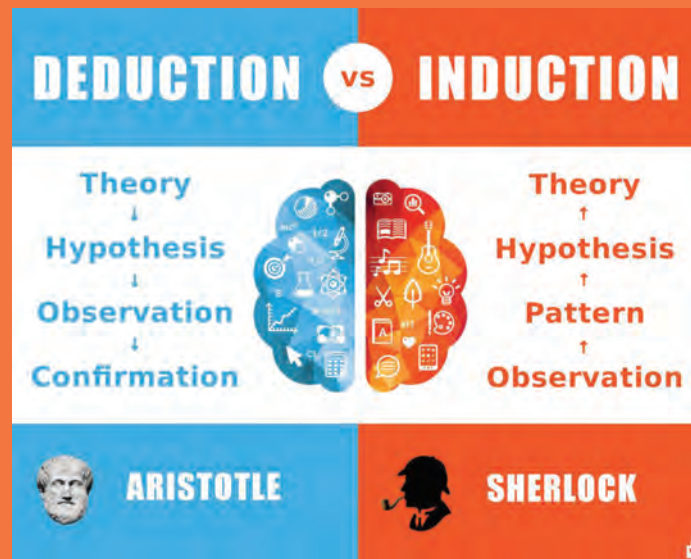
KU LEUVEN

MNC
whispering
video case library

Co-funded by the
Erasmus+ Programme
of the European Union



RECAP: REMEMBER THEORIES?



Source: Ajibot.com

KU LEUVEN

MNC
whispering
video case library

Co-funded by the
Erasmus+ Programme
of the European Union



Thank you

KU LEUVEN

MNC
whispering
video case library

Co-funded by the
Erasmus+ Programme
of the European Union

