



WP3: Capacity Building for LLL Centre & Teaching Staff

Module 2 & Module 3 “Marketing of Courses” “Innovative Tools & Techniques”

Date: 20-25 April 2015

Location: University of Alicante

Trainees addressed: 6 staff members from the LLL Centre from each partner institutions. In total a number of 32 trainers are expected to participate in the training.

Brief description: Module 2 and Module 3 belong to the three Horizontal Competences Workshop to be delivered during the LOGIC trainings. The University of Alicante will deliver the module “Marketing of Courses” and the UNED will deliver the module “Innovative Tools & Techniques”.

Agenda:

20 April, 2015		Economics Building: Seminario 1
From	To	14.15 Pick up at the Hotel NH Rambla
15.00	15.15	Welcoming Words and Agenda Presentation
15.15	15.30	LOGIC Objectives and achievements
15.30	16.00	Coffee Break (Per Diems)
Module 2 “Marketing of Courses”, UA		
		Educational Marketing. How to start from the beginning.
16.00	19.00	<ul style="list-style-type: none"> - Self-knowledge of our course/institution - Define a Corporate Image - Develop a realistic marketing strategy/plan



21 April, 2015		Economics Building: Seminario 1
From	To	
10.00	11.30	Marketing Tools: - Brochures - Website
11.30	12.00	Coffee Break
12.00	13.30	Marketing Tools: - Website - Social Media
13.30	14.30	Buffet Break
14.30	16.30	LOGIC Project Management Meeting (Project Manager only) Topics for discussion: - Workshop W3: D3.5. Pilot workshops for Teaching Staff - LOGIC Network: Presentation - Staff Cost and Equipment
17.30	19.30	Pick up at Hotel NH Rambla. Spanish Gastro tour. (Courtesy of the UA)

22 April, 2015		Economics Building: Seminario 1
From	To	
10.30	12.00	Ready, steady, go! Official presentation: - Protocol - Presentation - Press releases - Work with the media
12.00	12.30	Coffee Break
12.30	14.00	Ready, steady, go! Monitoring
14.00	15.30	Lunch Break
Module 3 “Innovative Tools & Techniques”, UNED		
15.30	16.30	Presentation of the course UNED - Videos, documents and material - Flipped model - Groups assignment Pre-test
16.30	18.30	-Description of methodological strategy (Problem Based Learning) -Application of Problem based Learning cases in 5 groups. -Subject: Flipped learning



23 April, 2015		Economics Building: Ernest Lluch (Room changed)
From	To	
10.30	12.00	Review VIDEOS READINGS: Important Developments in Educational Technology for Higher Education. Flipped Classroom. Horizon Report. Pages: 34-481 Key Trends Accelerating Higher Education Technology Adoption Horizon Report. Pages 6-191 WORK IN GROUPS: preparing activities LOGIC Project Management Meeting (Project Managers) LOGIC WP 4 Working Group. LLL Centers Mission.
12.00	12.30	Coffee Break
12.30	14.00	Training Module WORK IN GROUPS: preparing activities (Ernest Lluch) LOGIC Project Management Meeting (Project Managers) LOGIC WP 4 Working Group. LOGIC Observatories.
14.00	15.30	Lunch Break
15.30	16.00	LOGIC Presentation of WP 4: LLL Centers and Strategies
16.00	16.30	Discussion regarding contents addressed in the morning session
16.30	18.30	-Description of methodological strategy(Collaborative learning, jigsaw technique) -Application of jigsaw in 5 groups. -Subject: 1 per group · _Group 1: Flipped Classroom · _Group 2: Games and Gamification · _Group 3: Growing Ubiquity of Social Media · _Group 4: Integration of Online, Hybrid, and Collaborative Learning · _G_r_o_u_p_5:_L_e_a_r_n_i_n_g_A_n_a_l_y_t_i_c_s_

24 April, 2015		Economics Building: Seminario 1
From	To	
11.00	12.30	Review VIDEOS READINGS: Significant Challenges Impeding Higher Education Technology Adoption. Horizon report Pages 20-341 TPACK model2
12.30	13.00	Coffee Break
13.00	14.30	WORK IN GROUPS: preparing activities
14.30	15.30	Buffet Lunch
15.30	16.30	Discussion regarding contents addressed in the morning session.
16.30	18.30	Integration of examples in TPACK model -Conclusions from every group · _Group 1: Flipped Classroom · _Group 2: Games and Gamification · _Group 3: Growing Ubiquity of Social Media · _Group 4: Integration of Online, Hybrid, and Collaborative Learning · _Group 5: Learning Analytics Post-Test
		End of the Training



List of Participants

Home Institution	Surname	Main Name
University of Alicante	Madeleine	Carolina
	Ferrer	Virginia
	Ordoñez	Maria Covadonga
Universidad Nacional de Educación a Distancia (UNED)	Gómez Palomo	Sebastian Rubén
	Cabrerizo Lorite	Francisco Javier
	Sáez López	José Manuel
	Martín Cuadrado	Ana
University Abdel Hamid Ibn Badis of Mostaganem (UMAB)	KRIDECH	Abdelhamid
	TEMADI	Samira
	BENOUDNINE	Hadjira
	BENSEBIA	Abdelhak Abderrahmane
	FENINEKH	Abdelkader
	BENACHENHOU	Abdelhalim
Université de la Formation Continue (UFC)	Chaalal	Ahmed
	Mansouri	Fatiha
	Namane	Saidi
	Allali Aberkane	Hadda
	Ferhani	Fatima Zohra
	Belbrik	Mohamed
Université Sidi Mohamed Ben Abdellah (USMBA)	EL KARFA	Abderraim
	EL KHANCHOUFI	Abdessalam
	MOUFID	Ahmed
	Amrani	Ahmed
	Benmlih	Khalid
	Zahraoui	Yassine
Mohamed V University (UMV)	HAFID	LATIFA
	El Ouazzani	Abdessalam
	EL HASSOUNI	SOUMYA
	MERYEM	OBADA
Higher Institute of Technology Jendouba (HITJ)	Naghmouchi	Faten
	Bouzidi	Slim
	Aouadi	Walid
	MARZOUKI	SOFIENE
	ABIDI	HICHEM
	MBAREK	YASSINE
Université de Gabès (UNIVGB)	Bourguiba Ep Bouazizi	Mejda
	Maraoui	Saber
	Rhaïem	Abdelhamid
	Charhad	Mbarek
	Guiza	Monia

