

**Integrated, Hybrid and Wireless (IHW) Course
Grant Proposal
[SAMPLE]**

Faculty who wish to qualify for an IHW grant, must:

1. Complete the proposal information shown below.
2. Agree to submit an article to a refereed (or non-refereed) publication that addresses your course experiences.

Name(s): Renee Pfeifer-Luckett

Department: Marketing

Type of course(s) proposed: Integrated ___ Hybrid X Wireless ___

Course(s) Name & Number: Principles of Marketing (Marketing 311)

Semester (s) to teach IHW course: Fall 2004, Spring 2005

Potential journal(s) for submission: Journal of Marketing Education

Learning Objectives: Please list, in clear and concise language, one to three main research objectives for the article you will write as part of this grant:

1. Determine if the use of technology enhances student-learning outcomes.
2. Determine if the hybrid format is viable for teaching large numbers of students with fewer faculty.
3. Determine the key budgetary aspects need to be considered when implementing a hybrid course.

Course Model: Please describe in two pages or less, the basic course model you plan to implement and suggested weekly course instruction and assessment methods (example: guest speaker, camtasia, small group discussion, lecture, online quiz, in-class test).

The traditional MWF, 50-minute class period schedule will be modified. Rather than three large lecture sections per week, the following hybrid schedule will be used:

- Eight, 50-minutes “mass” class meetings: are to be attended by all 150 students enrolled in the course. The eight “mass” class meetings large sections are used for course introduction, speakers, audio/visual materials, and exams. Class meetings are facilitated by the course Instructor.

- Five sections of Labs (i.e., small discussion groups): are held MWF for 50-minutes each during a scheduled time slot. The 150 enrolled students are divided into five groups of 30 students each. Lab times will be used for discussing lectures viewed on CD-ROM, completing in-class assignments, exercises, case studies, and other activities. Each student will attend one lab session per week. Labs will be facilitated by the course instructor.
- Technology Component (Desire to Learn online/electronic coursework): Using D2L technology, students are required to complete a significant amount of work outside of the “mass” class and lab session. Students are to view pre-recorded, audio-enhanced PowerPoint lectures that have been streamed for web viewing. Student will also use the online study tools, complete online quizzing, and participate in online discussion activities. The majority of course assignments are submitted via the D2L drop box.

The course will be structured in Module format. Below is sample Module 1 and 2:

Module 1

Course Intro. (Mass Class #1)

Lecture: Chapter 1

1. Chapter 1: Print Version
2. Chapter 1: Audio Version

Lab A Assignment

3. Assignment 1 (10 points)
4. Online Quizzing: Chapter 1

Module 2

Lectures: Chapters 2 & 3

1. Chapter 2 (Print Version)
2. Chapter 2 (Audio Version)
3. Chapter 3 (Print Version)
4. Chapter 3 (Audio Version)

Lab B Assignment

5. Assignment 2 (15 points)
6. Online Quizzing: Chapters 2 & 3