Product Report II

Instructional Strategies

Preinstructional Activities

Gain attention and motivate learners: In order to gain attention and motivate the learners, a slide is presented at the beginning of the instruction welcoming the learners to the module and explaining how it will benefit them. With the promise of easy to follow, step-by-step instructions through the navigation of the MarketBound system, as well as tips and shortcuts to make their jobs easier, the learners' attention will be gained and they will be motivated to continue through the instruction. Another promise sure to pique their interest is that of their being able to perform their MarketBound duties without having to ask for assistance.

Describe objectives: Following the slide which gains the learners' attention and motivation is a slide stating the terminal objective for the module. The module is written as if it is the first in a series of modules, so it gives the terminal objective for Module 1. The module is chunked into three different sections, and each section has a slide preceding it with the subskill objectives which it will address. **(See Appendix 2 – Table 1 – Performance Objectives and Assessment Instruments)**

Describe and promote recall of prerequisite skills: Along with the terminal objective for the module is a list of prerequisite skills for completing the module. The learners must already know how to open Lotus Notes, be able to scroll to the bottom of a document, and be able to locate and click a down arrow button in order to open a drop-down menu.

Content Presentation

Content: The content of the module is presented through Macromedia Captivate's simulation function. It is accompanied by audio narration and visual clues. The content is chunked into three different sections as organized by the task analysis. **(See Appendix 1 – Table 3 – Task Analysis)**

Examples: An example situation is created within the module and is followed through the entirety of the instructional content.

Learner Participation

Practice: At the end of each section, the learners are given a review/assessment of the content which was previously presented. The learners experience an example situation and are asked by the audio narrator to make certain "moves" within the MarketBound system.

Feedback: As the learners are navigating the MarketBound system and responding to the narrators requests, visual clues and feedback are given to reinforce that is being put into practice. **(See Appendix 2 – Table 2 – Assessment Items)**

Assessment

Entry behavior test: An entry behavior test is not given for this module. However, the entry behaviors are listed as the module's prerequisites prior to the instruction.

Pretest: A criterion-referenced pretest is given in between the objectives and the beginning of the instruction.

Posttest: A criterion-referenced posttest which parallels the pretest is given at the end of the module. **(See Appendix 2 – Tables 1 and 2)**

Follow-Through Activities

Memory aids for retention: An audio narrator and visual clues are given in addition to the simulation instruction in order to aid in memory retention.

Transfer considerations: The MarketBound Help database is loaded onto each learner's Lotus Notes Workspace as a reference guide for post instruction.