



Opportunity

Start a digital news' flow that connects to the content of a LUSEM course or a course theme.

Function

Individual lecturer(s) are allowed to share and 'broadcast' news items to subscribing students/participants. Furthermore, it is possible to post YouTube-clips and online radio and TV clips.

Use

Connect news about current events with the course contents (theories/models/concepts). As an example: if a course on marketing covers a segment stressing the importance of social media in marketing and brand management, current news items covering poor or excellent organizational use of social media could be posted. Furthermore, the **posted items also function as a library of articles** that may be used as material by students for assignments and hand-ins.

There is also a 'signaling value' of posting, since each posted item reminds subscribing students that **the course is active beyond the regular classroom hours**. Assuming that students doesn't unsubscribe to the service, even alumni's of LUSEM will be reminded about the content being posted. Hopefully, this generates a sense of 'community' among all participants.

Tech 1-2-3

1. Lecturer(s) register on FlipBoard.com (or via downloaded and installed app – available through app store)
2. Students download and install the FlipBoard app (available through app store). Students register in the app.
3. Lecturer creates a news channel (and names it appropriately) and service is ready to receive posts. Students subscribes to the created news channel. Lecturer shares item by using the regular (native) sharing function in phone or tablet. Students receive a 'push-notification' in app or tablet with new posts.

Internet

<https://flipboard.com> (or search FlipBoard in app store of mobile device)

Price

Free