The Dos and Don'ts of Teaching Online: Practical Advice and Suggestions for Teaching Online

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Abstract

Many colleges and universities are focusing heavily on online learning (Holzweiss, Joyner, Fuller, Henderson, & Young 2014). Over sixty-six percent of higher education institutions report that online learning is an important part of their long term strategy (Allen & Seaman, 2014). Over seven million students took online courses at higher education institutions in 2012 (Baran & Correia 2014).

Demand for online classes is growing. Students are expecting more online teaching and universities are requesting that more classes be taught online. According to Hart (2014), online teaching has become almost expected at most universities.

Despite the increased demand for online class and the increased expectation to teach online, many faculty members feel uneasy about teaching online (Baran & Correia 2014). Traditional face to face teaching skills do not easily translate to an online environment (Seaton & Schwier 2014). The multiple roles that instructors must play in an online class can make teaching online complex and complicated (Mandernach, Gonzales, & Garrett 2006).

In order to help faculty with making the transition to online teaching, this presentation seeks to provide helpful and practical advice for teaching online. In particular the presenter will discuss fifteen "Dos" for teaching online. In addition to these suggestions, the presenter will discuss several "Don'ts" for teaching online. In particular, the presenter will discuss mistakes she has made in her own her own online courses so that others can learn from her mistakes.

Overall, this presentation seeks to provide tips and suggestions on what to do in an online class and what not to do in an online class. This information should help other faculty members create and design their own online or blended classes.

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Keywords: *online teaching, online classes, hybrid classes, blended classes, technology enhanced classes*

Relevance to Marketing Educators, Researchers and Practitioners: Presentation provides practical advice for faculty on how to teach online or blend technology into their classes.

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