



University of Wales Trinity Saint David

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Individual Report

Introduction:

Currently digital marketing and student learning technologies include Internet marketing technologies, mobile technologies, cloud technologies, business analytics, etc. Globalization and digitalization are changing consumer behavior and student learning behavior. These problems are not sufficiently disclosed in the scientific literature and need to be further discussed. This determines the need to develop Internet marketing strategies, digital strategies and the need to investigate the consumers' behaviour in the process of studying. The current study aims to investigate consumers' behaviour and tendencies towards the Moodle system, discussing its advantages and disadvantages and, based on the results, provides recommendations on what could possibly be improved.

To achieve this goal, the article uses the following research methods:

- theoretical generalization - to determine the initial categories of digital marketing and marketing Internet strategies;
- analysis and data summary - to justify strategic goals;
- systematic approach - to analyze the digital system and its components.

Background:

Analysis of the theoretical foundations of the problems showed that marketing nowadays is characterized by the duality of its nature: some of the functions are performed online and some offline. The success of modern platforms today is impossible without digital marketing and innovation as well as development and implementation of Internet marketing strategies focused on the successful sale of products.

Currently, considering the influence of globalization, and the increase in the number of Internet users, the marketing strategies are transforming modern organizations. Traditional strategies are gradually losing their role as effective means of increasing competitiveness. They are being replaced by marketing Internet strategies.

The theoretical foundations of marketing strategies are reflected in the scientific works of Ansoff I.¹, Russell G., Hershgen H., Doyle P., Kotler F.², McDonald M., Porter M.³, etc. A

¹ The Ansoff matrix, <https://michiganscouting.org/wp-content/uploads/2017/11/The-Ansoff-Matrix.pdf>, 05.09.2022

² Kotler, P., Principles of Marketing, <https://ipsedu.in/downloads/MBABooks/principles-of-marketing-philip-kotler.pdf>, 05.09.2022

³ Porter, M, Competitive Strategy, <http://www.mim.ac.mw/books/Michael%20E.%20Porter%20-%20Competitive%20Strategy.pdf>, 05.09.2022

study is conducted related to the visual effect that can be improved in the Moodle system of the University of Wales Trinity Saint David.

Consumers are the active users of the Internet: more than 5 billion of the world's population is connected to the global network which accounts to over 60% of the world's population⁴. Therefore, consumers' behavior is changing – consumers are becoming more and more informed and demanding.

Marketing strategies should be developed based on the following principles: targeting; personalization, marketing activities; visual effects and simplicity. The advantages of digital marketing are providing interaction with customers and partners via technologies and the implementation of marketing activities on the Internet using modern technologies as means of communication. This contributes to increasing the number of website visitors (existing and potential consumers).

Basic tools and methods of digital marketing can be used such as data technologies - large data arrays, retargeting, mobile marketing; e-mail; viral marketing, real-time bidding (RTB), social media marketing (SMM), social media optimization (SMO), website optimization in search engines (SEO), visual content to make the interface more user friendly.

A digital marketing system should perform the same goals, objectives and functions as a traditional marketing system. Digital marketing is a type of marketing activity that allows interaction with targeted market segments in virtual and real environment. The use of virtual marketing communications reduces costs, conducts effective marketing research and market analysis, and increases the efficiency of the interaction between a buyer and a seller.

Marketing communications via the Internet allow providing feedback to the audience through the website. Marketing communications on the Internet dynamically update information, forms, methods of influence in order to achieve their end goal in a more efficient and fast way.

Internet communications virtually take place between the users and the company's website.

Aims:

The aim of the current study is to investigate the consumers' behavior and thoughts of the students who use the Moodle system at the Trinity Saint David University of Wales and to

⁴ <https://www.statista.com/statistics/617136/digital-population-worldwide/>, 05.09.2022

make suggestions for applying marketing new strategies that can help the students navigate themselves better and faster in the Moodle courses.

In order to do this, qualitative and quantitative data have been gathered, summarized and represented in the current study. Both diagrams and figures have been used to illustrate the main points of the analysis.

Method:

The empirical research aims to gather information in order to confirm or reject the main thesis of the research investigation. The study confirms that most of the students at the St Trinity University like the Moodle system.

The study consists of a systematic analysis and approach of collecting data. A theoretical survey was carried out.

The online survey is the easiest and most reliable data collection tool for the analysis. It is anonymous and free to access by an unlimited number of users at the university.

The survey was carried out among 30 students. The questions aim to validate the results presented on the basis of monitoring and gathering information. The main criterion for selecting respondents is that they study at the St Trinity University. The respondents' age is from 20 to 49.

Guiding principles in the construction of the study

1. Accessibility: the methodology and the questionnaire created have a clear objective for its implementation.

2. Objectivity: The questions are formulated clearly and understandably so that respondents do not experience difficulties in providing their answers.

3. Adaptability.

4. Reliability and accuracy: The research was carried out on the basis of a sample of 30 people who are 20-49 years of age.

5. Professional attitude: The survey includes closed questions.

Purpose and task of the study

The purpose of the study is to investigate consumers' opinion of the Moodle system and to provide further recommendations. Tasks:

1./To process and analyze the results of the survey.

2./ To draw specific conclusions from the survey.

3./ To make recommendations for further improvements of the system.

The nature of this study is theoretical and experimental. For its practical implementation, three groups of methods are applied: methods of examination, methods of processing the results and methods for illustrating the results.

When choosing the methodology for conducting the study, the nature of the objective set was taken into account, and it was prepared in accordance with the principles of precision and effective combination of quantitative and qualitative data. The advantage of this method is that it is the cheapest in terms of financial resources needed, while providing a relatively high response rate.

Results:

In terms of age the results are the following:

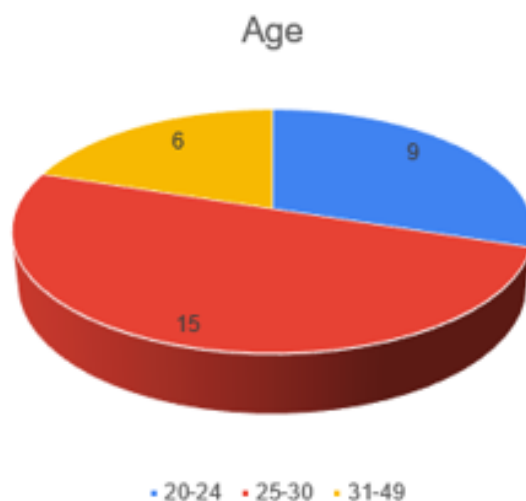
Table 1.

	20-24	25-30	31-49
Age	9	15	6

1. The respondents can be divided in 3 groups by age, 17 female and 13 male:

- 20-24 – 9;
- 25-30 – 15;
- 31-49 – 6;

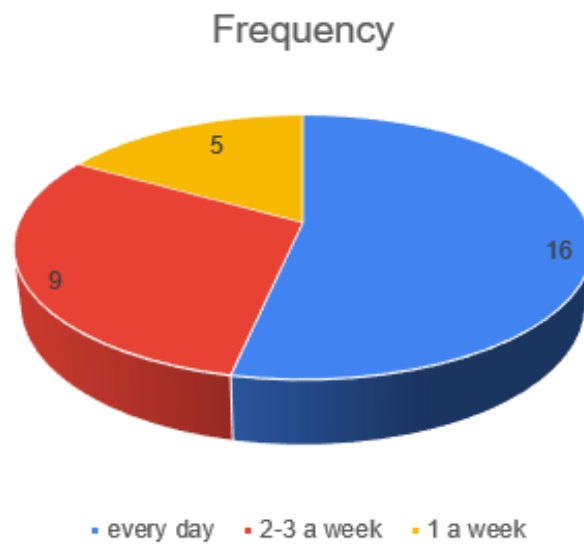
Fig. 1



2. When asked how often Moodle is used by them:

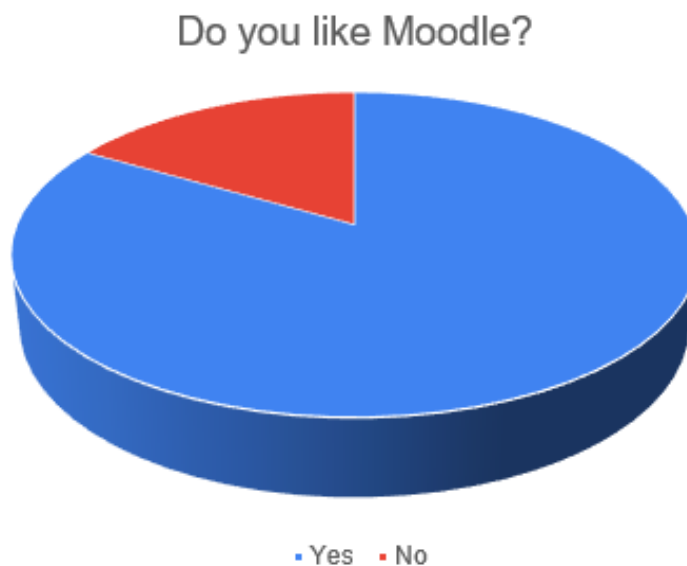
- Every day – 16;
- 2-3 times a week – 9;
- 1 a week – 5;

Fig. 2



3. When asked if they generally like Moodle, 25 answer with a “yes” and 5 with a “no”.

Fig. 3



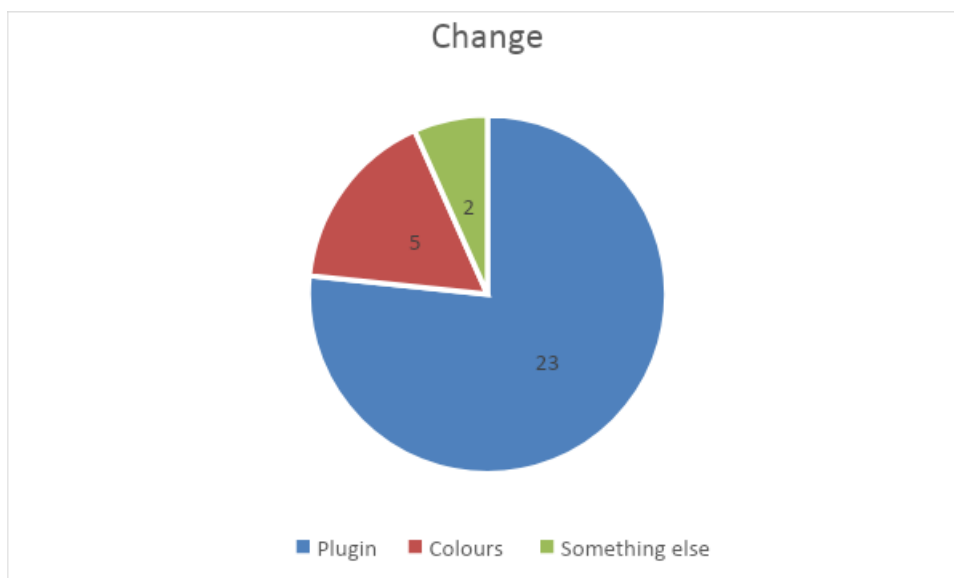
4. The question “Do you experience difficulties navigating yourself in Moodle” – 21 answer with an “no” and 9 with a “yes”.

5. When asked if they generally experience technical issues in Moodle – 25 answer with a “yes” and 5 with a “no”, so the majority of the people believe that Moodle can be improved.
6. When asked what they would change in Moodle:
 - Plugin – 23;
 - Colors – 5
 - Something else – 2;

Table 2

	Plugin	Colours	Something else
Change	23	5	2

Fig. 4



7. When asked if the Plugin would improve the system and help the users navigate themselves better – 26 answer with a “yes” and 4 with a “no”.
8. The question “Would you recommend” the Moodle system to other end users is answered with a “yes” by 25 of the 30 respondents in this survey.
9. When the respondents were asked if they generally prefer Moodle to other systems 27 of 30 answered with an “yes”, compared to only 3 who answer with a “no”.

Discussion:

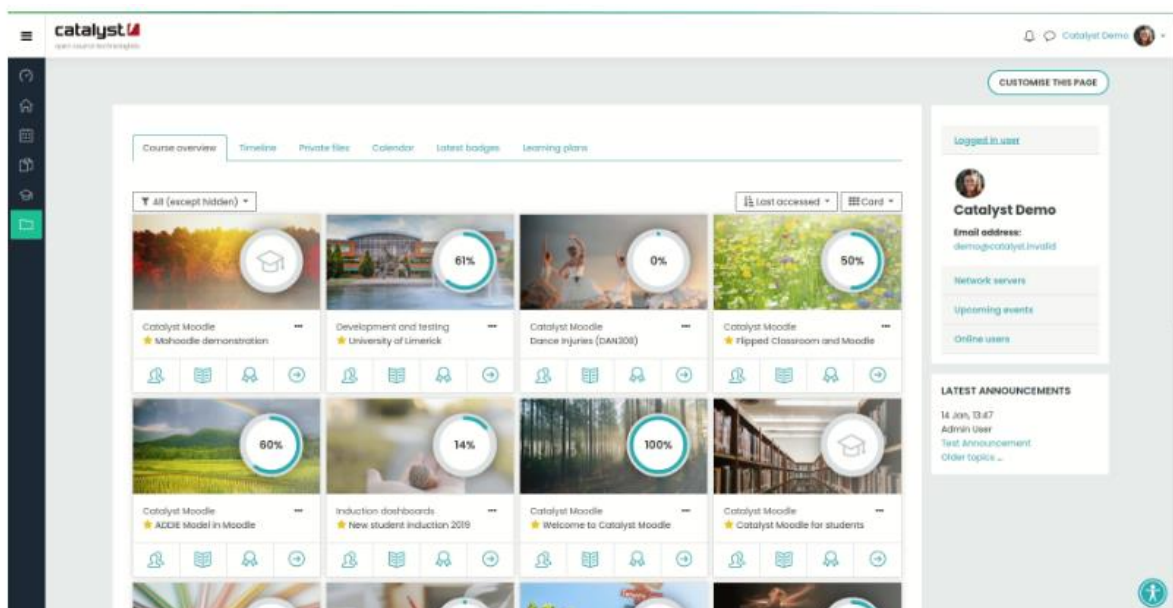
Based on the survey results and in-depth investigation several recommendations are given to help navigate the system in a faster and more productive way. The following tips based on the survey results suggest that plugins can be used as this is the main improvement based on the survey results.

Installing and using Multiblock plugin

Moodle blocks occupy a lot of space and more often than not distract students from the process of studying and the content. The Multiblock was created and introduces a solution to the problem of displaying blocks in a way that include the view, dropdown and tabbed display. The interface is friendlier and more efficient in this way and students can concentrate on the tasks given.

A print preview is shown below:

Fig. 5



Installing H5P plugins

The H5P suite of activities facilitates a number of ways a new engaging content can be displayed to the new learners. Installing the plugin through the content bank for the new Moodle users is a key improvement.

The users use the **H5P plugins** because:

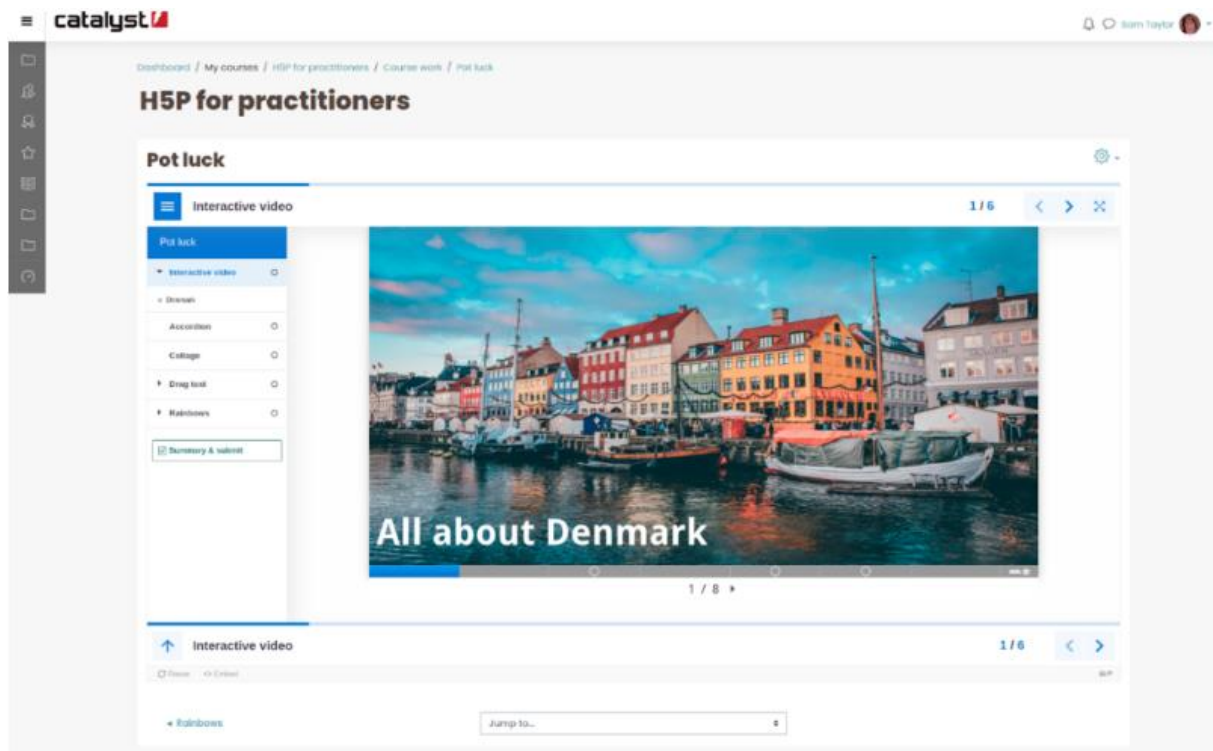
- **First of all it helps information transfer** - their main purpose is to present content. These could include the iFrame Embedder, Accordion, Collage and Juxtaposition⁵.
- **For assessment purposes** - these activities are for assessment and feedback purposes. These could include Fill in the blanks, Drag the words, and Multiple Choice Quiz⁶.

⁵ <https://catalyst-au.net/blog/make-your-moodle-more-professional-5-tips>, 05.09.2022

⁶ <https://catalyst-au.net/blog/make-your-moodle-more-professional-5-tips>, 05.09.2022

- **Lastly, for Course work** - these serve both the purpose of content delivery and assessment purposes and are ideal for flipping the content. These could include the Presentation, Interactive Video, and personal favorite Interactive book⁷.

Fig. 6.



Exploring and installing different course formats

The Tiles course format is very popular among users. It's an incredibly smart way to introduce and present a topic, keeping up with progress tracking and content types as an additional layer before exploring the new opportunities.

To summarize the main areas of improvement:

The themes help improve the look of the website⁸.

Boost and Classic are customized standard themes⁹.

Other themes are available if the hosting can allow them¹⁰.

Conclusion:

⁷ <https://catalyst-au.net/blog/make-your-moodle-more-professional-5-tips>, 05.09.2022

⁸ <https://catalyst-au.net/blog/make-your-moodle-more-professional-5-tips>, 05.09.2022

⁹ <https://catalyst-au.net/blog/make-your-moodle-more-professional-5-tips>, 05.09.2022

¹⁰ <https://catalyst-au.net/blog/make-your-moodle-more-professional-5-tips>, 05.09.2022

Summing up the study, it can be concluded that the vast majority of Internet marketing strategies are aimed at increasing the targeted traffic to the site and making the navigation easier and faster; increasing the “buzz” of customers on the website and the pages related to the website. The design of Internet marketing strategies has to begin with the definition of communications that can be used on the Internet. Then it focuses on digital marketing strategies to make the website more attractive. Like every tool it needs to communicate closely with the end user so it can be improved.

For every company, an online marketing strategy is essential and depends on the target groups it needs to reach and the communication capabilities. The basic element of internet marketing is the website which links the company with the end users. Depending on the goals that the company sets for communication activities on the Internet, the structure and content of the website, the modules used for it, and the requirements of the functionality are the main determinants for success and innovation.

References:

1. Kotler, P., Principles of Marketing, <https://ipsedu.in/downloads/MBABooks/principles-of-marketing-philip-kotler.pdf>, 05.09.2022
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