

## Promotion Package – Introducing Project-Based Learning in your Classroom MOOC



Thank you for supporting the new online course "[Introducing Project Based Learning in your classroom](#)", which will be launched on the Teacher Academy on **Monday, 16 October 2017**. The course is free, online and open to teachers and other school stakeholders from any country.

In this document, you will find information on how to promote the course in communications with your networks and audiences. Please feel free to adapt this for your own purposes and style as needed.

Should you have any questions, please contact the Teacher Academy team at [teacher-academy@schooleducationgateway.eu](mailto:teacher-academy@schooleducationgateway.eu)

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## ABOUT THE MOOC

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### WHAT IS PROJECT BASED LEARNING?

The Introducing Project-Based Learning in your Classroom course introduces you to the concept of project-based learning (PBL) and helps you to **implement this pedagogical approach in your classroom** by providing concrete examples, ideas and tools that can inspire and support you and your students to embark on a PBL learning journey.

We will be exploring three key challenges related to the implementation of PBL: how to get students to **collaborate effectively**, how to facilitate **student-driven activities**, and finally **how to assess PBL** in your classroom.

The course offers an introduction to these topics and provides you with a framework to engage with fellow teachers and other education stakeholders by sharing resources, experiences, ideas, etc. The goal of the course is to develop into **a professional learning community discussing PBL** even after the course has finished.

### TARGET AUDIENCE

The course is relevant to all teachers, school leaders and other school stakeholders who are interested in the topic of project-based learning. However, the focus of the course is on the practical and pedagogical activities within a classroom environment so the course will be more relevant to practicing teachers. No prerequisite knowledge is required but a basic level of digital skills is necessary to navigate the course and to interact with peers.

### COURSE DATES AND MODULES

The course will open on Monday, 16 October 2017, but registration is already possible, and free. The course will run for 5.5 weeks, with a total number of 4 modules (one module per week) and one and a half extra grace weeks at the end of the course. The workload estimated is 3-4 hours per week.

### CERTIFICATION

You will receive digital module badges (open badges<sup>1</sup>) for every completed module of the course as well as a course badge and a course certificate upon completion of the full course. All badges can be exported to the Mozilla Badge Backpack.

### OTHER USEFUL INFORMATION

A [closed Facebook group](#) has been created to support the MOOC and facilitate discussion. Participants will be provided with further information following registration to the course. Once the course starts, we will be using the hashtag [#pblcourse](#) on Twitter.

Course website	<a href="http://academy.schooleducationgateway.eu/en/web/introducing-project-based-learning-in-your-classroom_201707141446">http://academy.schooleducationgateway.eu/en/web/introducing-project-based-learning-in-your-classroom_201707141446</a>
Course Introduction video	<a href="https://www.youtube.com/watch?time_continue=54&amp;v=EkfxuJfVAV0">https://www.youtube.com/watch?time_continue=54&amp;v=EkfxuJfVAV0</a>
Facebook group	<a href="https://www.facebook.com/groups/1605355946457602/">https://www.facebook.com/groups/1605355946457602/</a>

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<sup>1</sup> Open Badges are visual tokens of achievement, affiliation, authorisation, or other trust relationship sharable across the web. Find out more [here](#)

Twitter Hashtag | #pblcourse

## PROMOTING THE MOOC

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We would like your help in promoting registration to the **MOOC with immediate effect up until the course launch date of Monday, 16 October 2017<sup>2</sup>**.

You can do this in various ways, including:

- Use the following suggested Facebook posts, Tweets and images for dissemination of course and registration information on your social media channels.
- Use the information provided in this document to promote the MOOC via any other dissemination channels you may have available to you (for example, newsletters, bulletins, digests, blog articles).
- Circulate information (including this document) on to anyone who could be interested in this topic – please consider also any established networks you may belong to, in addition to individual contacts.

If you would like to promote the MOOC in ways not outlined above, or require any specific information or assets, please contact the Teacher Academy team at [teacher-academy@schooleducationgateway.eu](mailto:teacher-academy@schooleducationgateway.eu)

### SUGGESTED SOCIAL MEDIA POSTS

We have prepared a couple of suggested Facebook and Twitter posts to promote the course, but please feel free to adapt or add to these.

#### FACEBOOK

Would you like to change your pedagogical approach? Project Based Learning is what you are looking for! The Teacher Academy invites you to the MOOC that introduces you to the concept of project-based learning (PBL) and helps you to implement this pedagogical approach in your classroom by providing concrete examples, ideas and tools that can inspire and support you and your students to embark on a PBL learning journey. The course starts on 16 October, [enroll now here for free!](#)

#### TWITTER

- Learn how to introduce project based learning in your classroom! Join the free #pblcourse! [goo.gl/KDHZTZ](http://goo.gl/KDHZTZ)
- Want to inspire your students with a different learning method? Join #pblcourse & find out how: [goo.gl/TDtJr7](http://goo.gl/TDtJr7)
- #Teachers, join #pblcourse to explore the challenges of project based learning: [goo.gl/dVuYXt](http://goo.gl/dVuYXt)

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<sup>2</sup> Please note, although registration will remain open for the duration of the course, we are not actively promoting late joining for concerns that participants will not have sufficient time to adequately complete all modules in the permitted timeframe.

- Join the #pblcourse & learn how to provide concrete ideas to your students! MOOC starts on 16/10! [goo.gl/H7HeQh](http://goo.gl/H7HeQh)
- Is your #school effective in innovative learning methods? Make it happen! Join the free #pblcourse on 16/10 [goo.gl/XBCn5g](http://goo.gl/XBCn5g)
- Be the change you want to see in your school! Join #pblcourse & learn how to innovate your way of teaching! [goo.gl/x4Thka](http://goo.gl/x4Thka)

### SUGGESTED IMAGES

Please use the following images to accompany your social media posts (these are also attached to the promotional email for ease of use).



It can **HELP**  
your students  
to address  
**THE CHALLENGES**  
they face in the  
**21ST CENTURY**



and it can  
**HELP YOU**  
become a  
**21ST CENTURY**  
**EDUCATOR**



We'll be looking at:

- What is PBL and why use it
- Developing effective collaboration for PBL
- Developing student-driven activities for PBL
- How to assess PBL

**JOIN US** on this  
**5,5 WEEKS COURSE** to

exchange with peers across Europe



**JOIN US** on this  
**5,5 WEEKS COURSE** to

explore interesting and practical  
resources



The screenshot shows three individuals in a classroom. One person is pointing at a whiteboard, while two others look on. The video player interface includes a play button and a progress bar.

**JOIN US** on this  
**5,5 WEEKS COURSE** to

earn digital badges and a certificate



The image displays three overlapping circular digital badges. The left badge is orange with a star icon and the text 'SUPERUSER'. The middle badge is grey with a trophy icon and the text 'PRO'. The right badge is yellow with a graduation cap icon and the text 'GURU'. Each badge also features the 'European School Education Gateway' logo at the top.