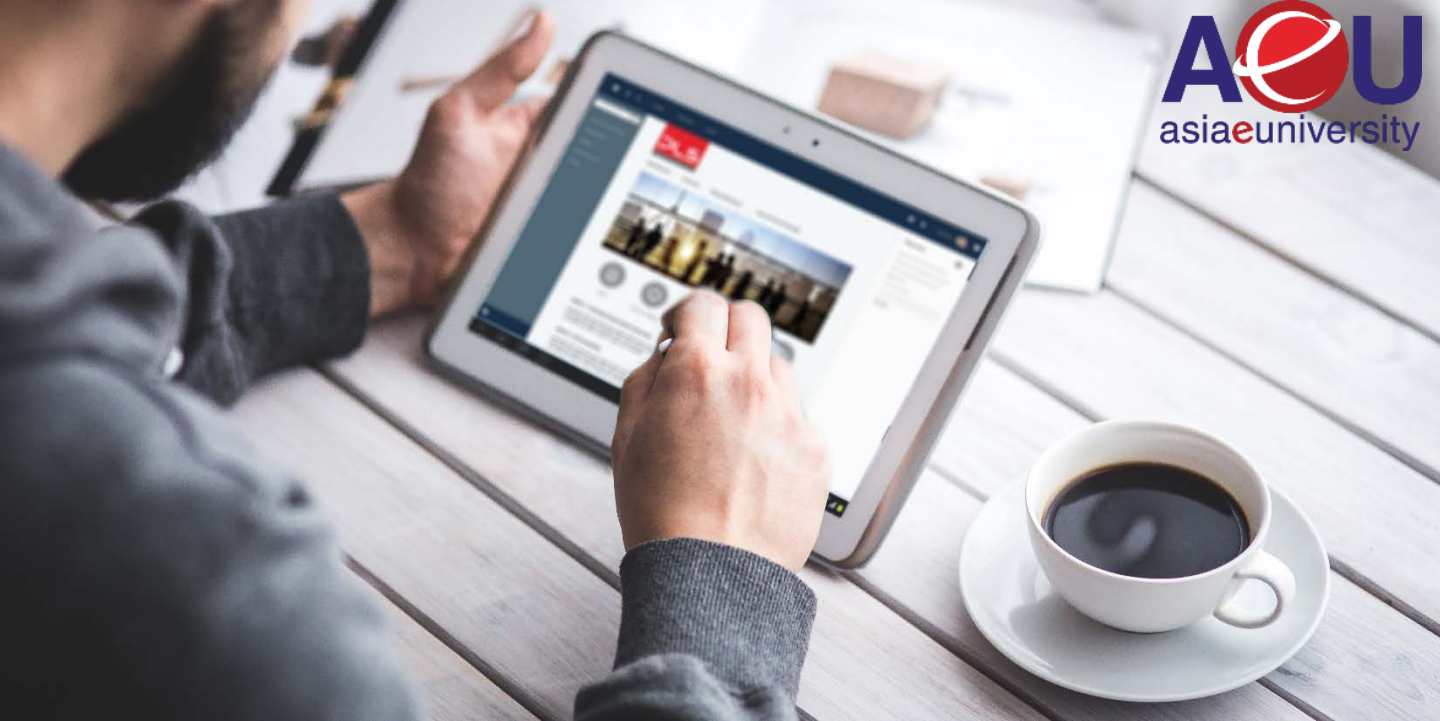


GUIDE FOR LEARNERS

my

PLUS

PERSONALISED LEARNING SPACE



Introduction

When writing this manual we assume that you have at least a basic knowledge of using a computer including input devices like a mouse and keyboard. In addition, it is assumed that you are familiar with your web browser and navigating between pages on the internet.

In this guide you will be introduced to the basics of using *myPLS* as part of your learning. How to best use this guide is up to you. It has been written so that you can either work through it in a linear way or jump to any specific sections as you wish.

What is *myPLS*?

myPLS or in full, **My Personalised Learning Space** is designed to enhance your e learning experience. *myPLS* runs as an interactive website with a number of features and activities designed to engage learners and promote collaborative, learner-centered learning.

Getting Started

This document will guide you through:

- Logging in to my account
- Editing my profile
- Getting around myPLS
- Navigating around my courses
- My course activities and resources

Logging in to My Account

To get to myPLS open your web browser and go to:

<http://mypls.aeu.edu.my>

This will get you the myPLS home page (Figure 1).

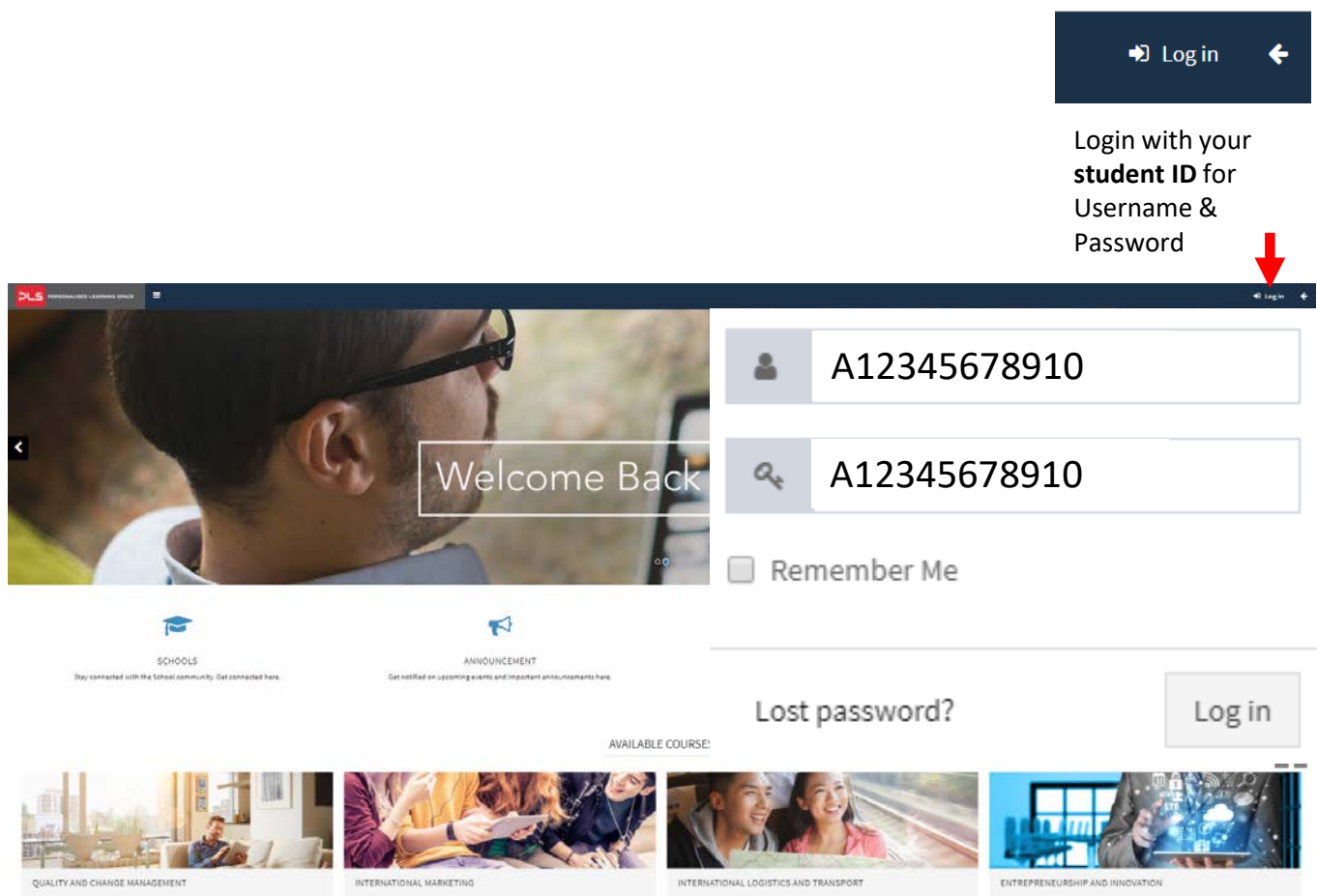


Figure 1: Login page

You should be able to log in using your 12-digit AeU Student Number for both your username and password.

My Hompage

Once you have logged in you will be taken to your Home page (Figure 2).

This is personalised for each student and will contain some blocks and a list of your courses. We will refer to blocks later.

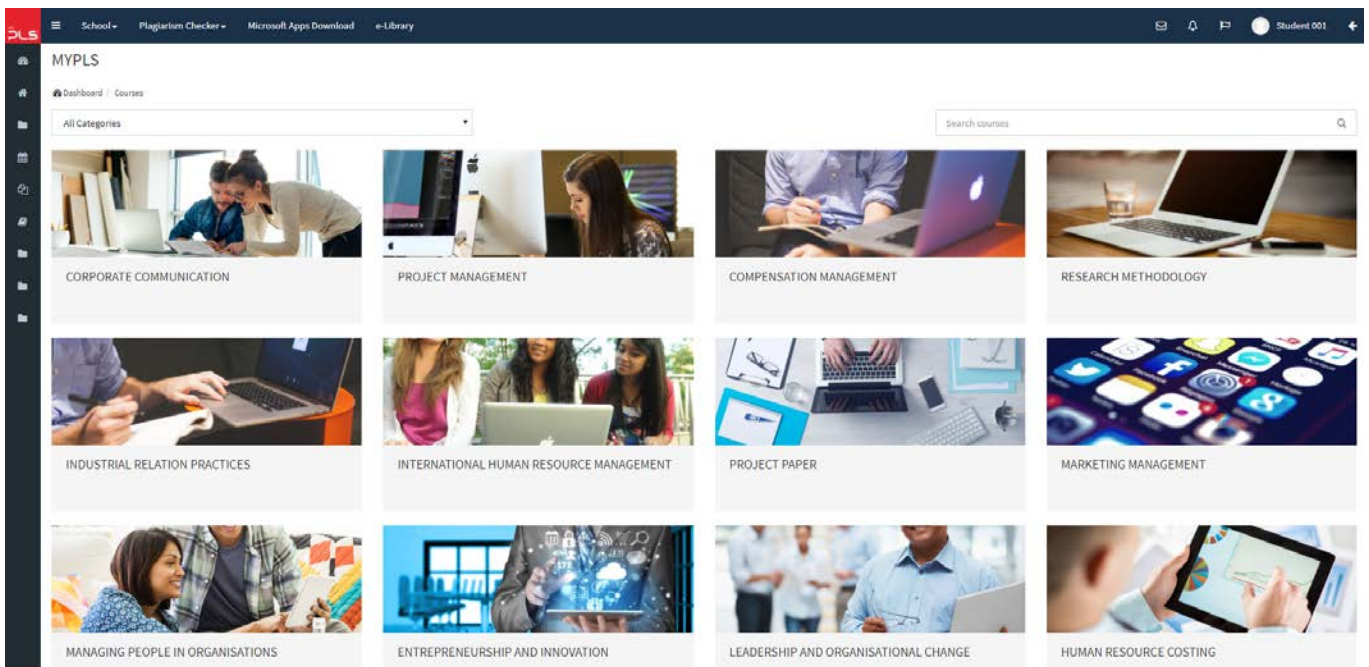


Figure 2: Home page

Edit Profile Page

Now that you are logged on to myPLS we would advise that you go straight to Edit your profile. Editing your profile will allow you to become familiar with the options available to you in order to personalise your environment.

To edit your profile from your Home page, click on your name on the banner at the top right of the page or click on My profile settings (Figure 3).

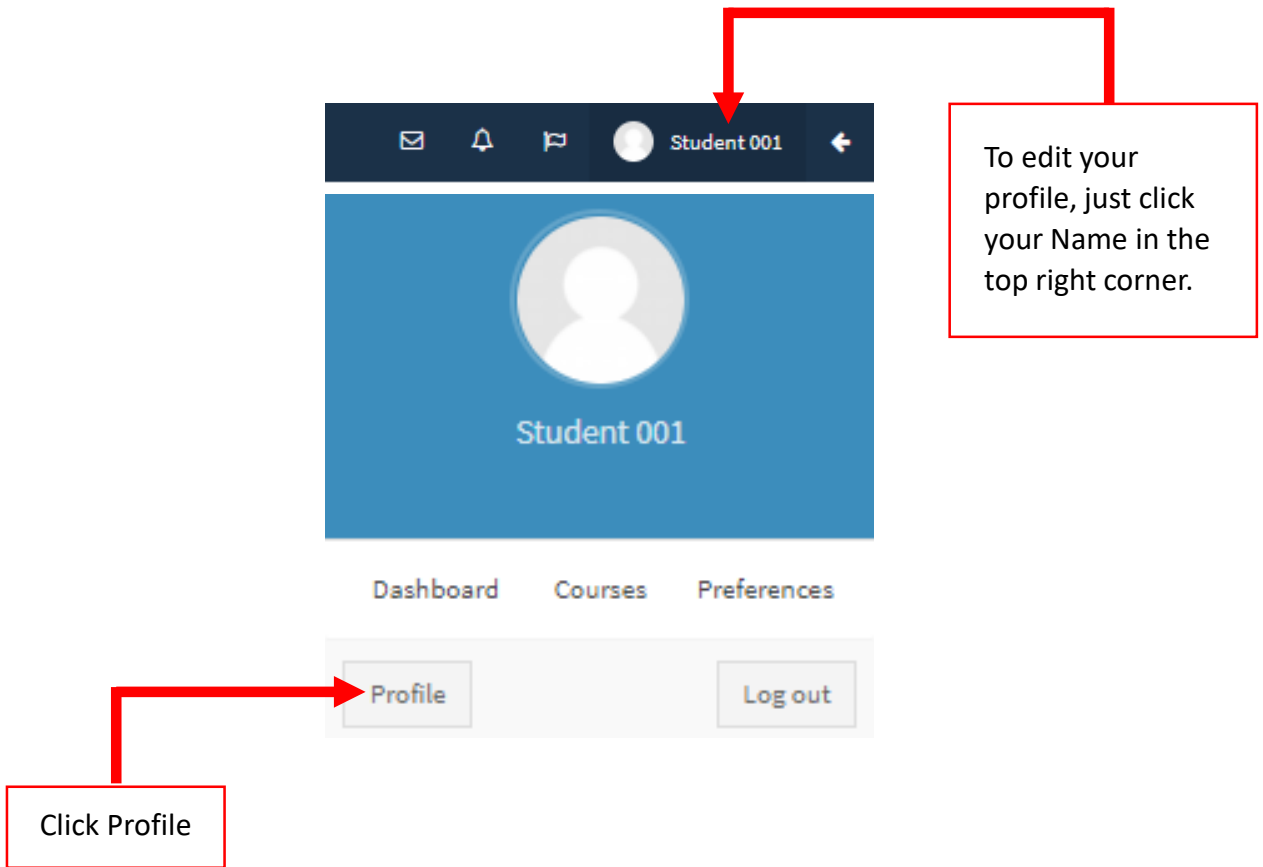


Figure 3: Edit profile

From here you will be taken to your profile page. Select “Edit Profile” from the middle tab under your name. You will now see a page containing a series of options. We will go through those options and give advice on selections.

Editing My Profile

Now that you are logged on to myPLS we would advise that you go straight to Edit your profile. Editing your profile will allow you to become familiar with the options available to you in order to personalise your environment.

To edit your profile from your Home page, click on your name on the banner at the top right of the page or click on My profile settings (Figure 3).

Figure 4 shows the fields that you could change and a little explanation.

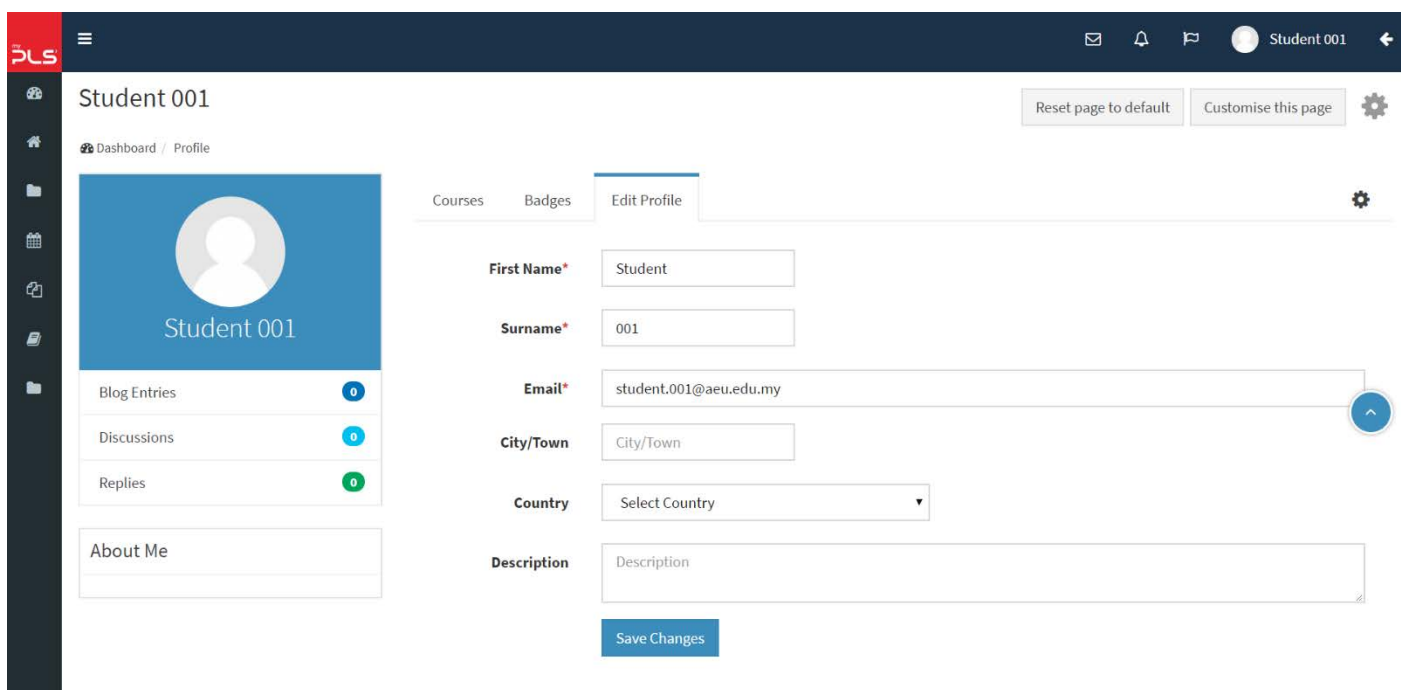


Figure 4: My profile fields

Email Address

By default this is set to your AeU email address. You can use any real email address, but to ensure you keep up with course developments, make sure that you enter an email address that you check frequently.

Description

This box enables you to enter some text about yourself which will then be displayed on your profile page for others to view.

User Picture

To insert a picture of yourself, click the browse button and search your computer or mobile device for a picture. When inserting a picture, it is your responsibility to ensure the appropriateness and legality of the picture contents (including copyright).

Page Layout and Blocks

The Course page you see as a student has Blocks on both sides and the main content through the middle. Figure 5 highlights some of the features.

There are a number of blocks available for your Academic Facilitator (AF) to include or leave out as they see appropriate. Blocks can also be customized (e.g. moved to a different location by your Academic Facilitator (AF)). This means that your courses will all appear slightly different to each other but you should soon become familiar with the features of each.

There are two ways to access your course resources and activities. The first is through the main course content in the middle of the page. Clicking on these links will take you directly to the activity or resource. The second is to use the Topic links on the Course menu on the left side of the page.

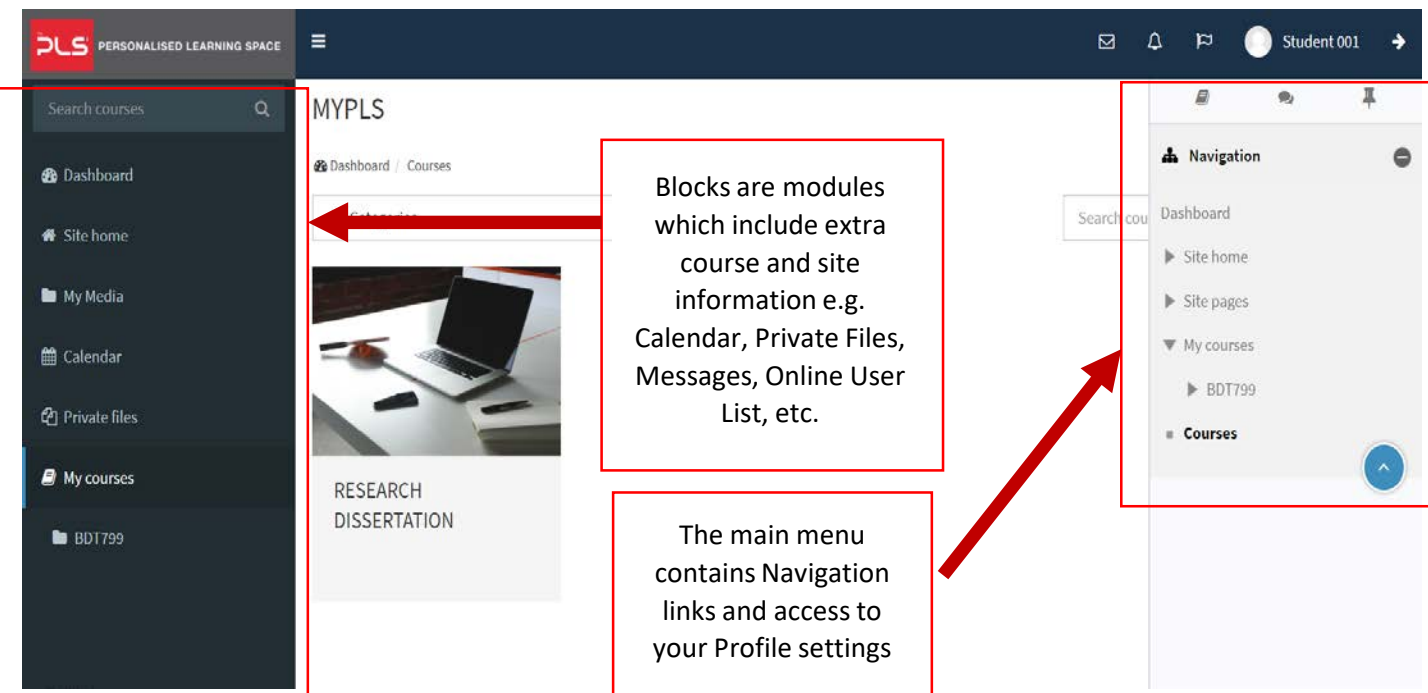


Figure 5: Layout and blocks

Once you have opened an activity/resource, further instructions may be given where appropriate. For example, when you enter a forum you will be given the option to add a new discussion or click on an existing discussion to read postings.

The Calendar (Figure 6) is one of the more interactive blocks. It allows you to see events created by your course tutors and peers but it also allows you to add your own entries. This means it can be used as a personal organiser that has the benefit of being accessible anywhere you can get online.

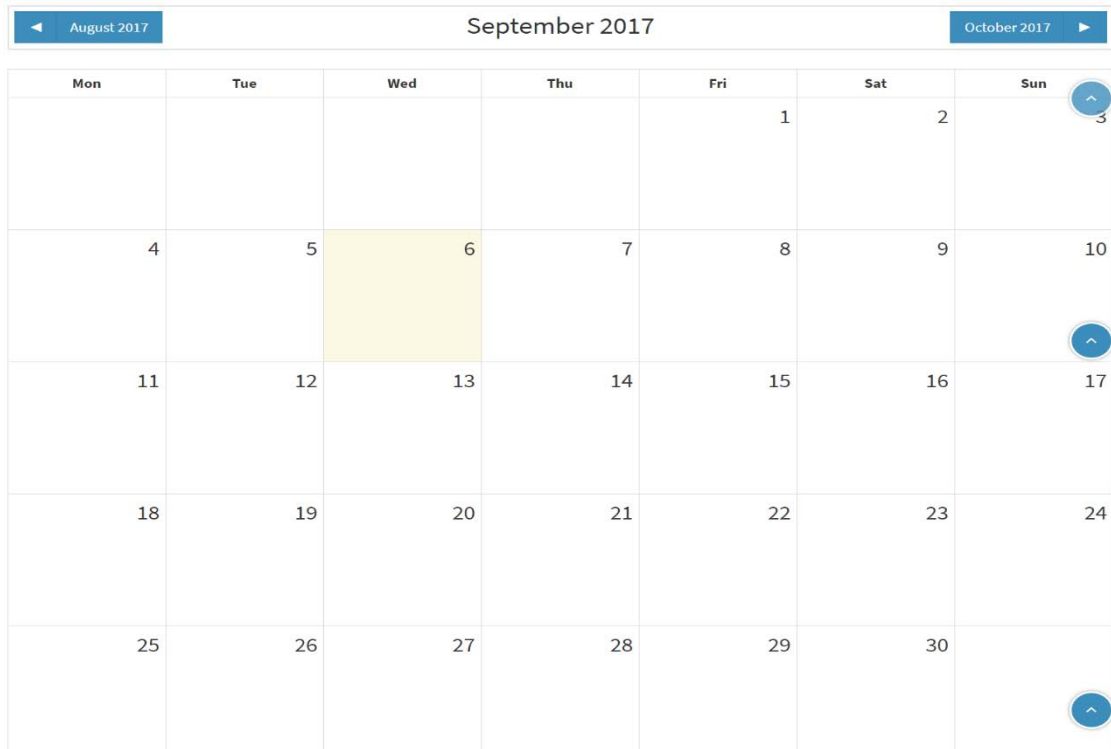


Figure 6: Calendar

Course Navigation

Once you are in your Courses page we do not recommend that you use your browser’s navigation buttons (the forwards and backwards arrows). We do recommend using the navigation tools that are built into *myPLS*. These are the Breadcrumbs and the Navigation Menu (shown in Figure 7).

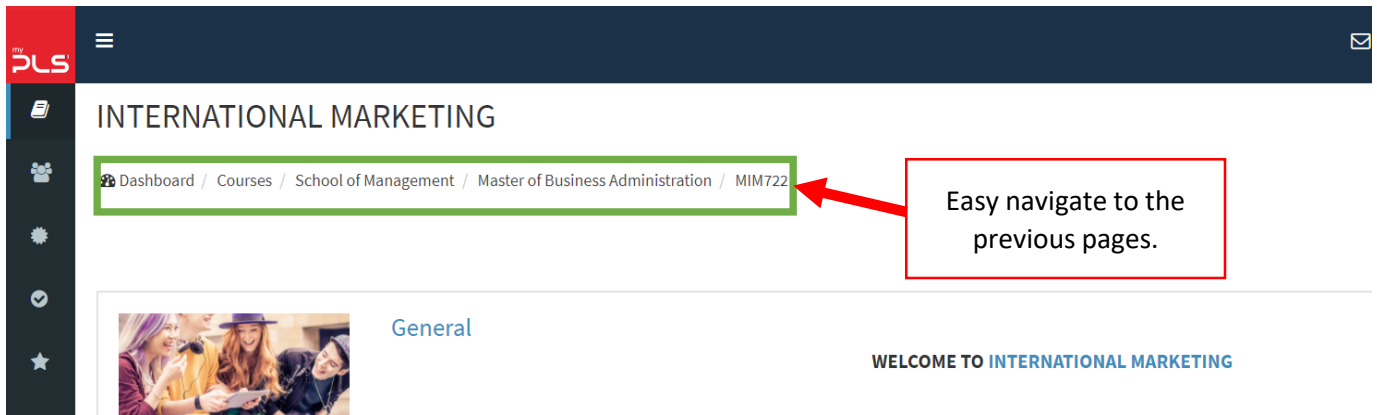


Figure 7: Breadcrumbs and the Navigation Menu

The breadcrumbs are a trail showing the pages you have passed through to get to your current location. They are shown in the top left corner of the page and clicking on them will take you to that point in the course.

The Navigation menu is a simple way of quickly getting to another place in the course or your Moodle site. Click on the appropriate link to quickly go to your Home Page, view your profile, see a list of participants in your course, etc.

Course Activities

myPLS offers a large variety of activities that are designed to help your learning. When your Academic Facilitator (AF) creates activities they will name them. This means that they will not appear as simply Assignment or Wiki etc. on the course page, but will display with a meaningful title as set by your Academic Facilitator (AF).

Figure 8 and 9 (below) shows the activities block and course example with a brief description of each activity. This is to help you familiarise yourself with the activities your course tutor may have included in your course and the associated icons.

INTERNATIONAL MARKETING

Dashboard / My courses / MIM722

Collapse Sections ^



General

WELCOME TO INTERNATIONAL MARKETING

AIM AND OBJECTIVES

The objectives of this subject are to:

1. Develop sound theoretical and practical understanding of International Marketing
2. Apply theories in creating opportunities and solving problems in International Marketing situations

LEARNING OUTCOMES

Upon completion of this subject, the students should be able to:

1. Evaluate and apply International Marketing strategies, plans and tactics to a range of International marketing scenarios
2. Explain the constraints faced by marketers in conducting International Marketing research
3. Prepare an International marketing plan
4. Evaluate the different types of market entry methods
5. Analyze the constraints faced by marketers in terms of political, legal, economic, cultural and social factors.

SYNOPSIS

This subject deals with analyzing the international marketing environment and its effect the business organization. The syllabus deals also with international Marketing strategy options available to compete effectively in global markets. It also deals with international communication, distribution and pricing strategies. The different local market factors that affect implementation are also considered.

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Announcements

News forum



Topic 1

SYLLABUS & PERSONALISED LEARNING GUIDE

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MIM625 Course Syllabus

GREEN MARKETING

ETHICAL BEHAVIOR

PRODUCT STANDARDIZATION VS PRODUCT CUSTOMIZATION

EMERGING MARKETS VS MATURED MARKETS

GENERATIONAL ISSUES



Topic 2

LECTURE NOTES (BASED ON GLOBAL MARKETING MANAGEMENT TEXTBOOK)

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CHAPTER 1

CHAPTER 2

CHAPTER 3

CHAPTER 4

Figure 9: Course Sample

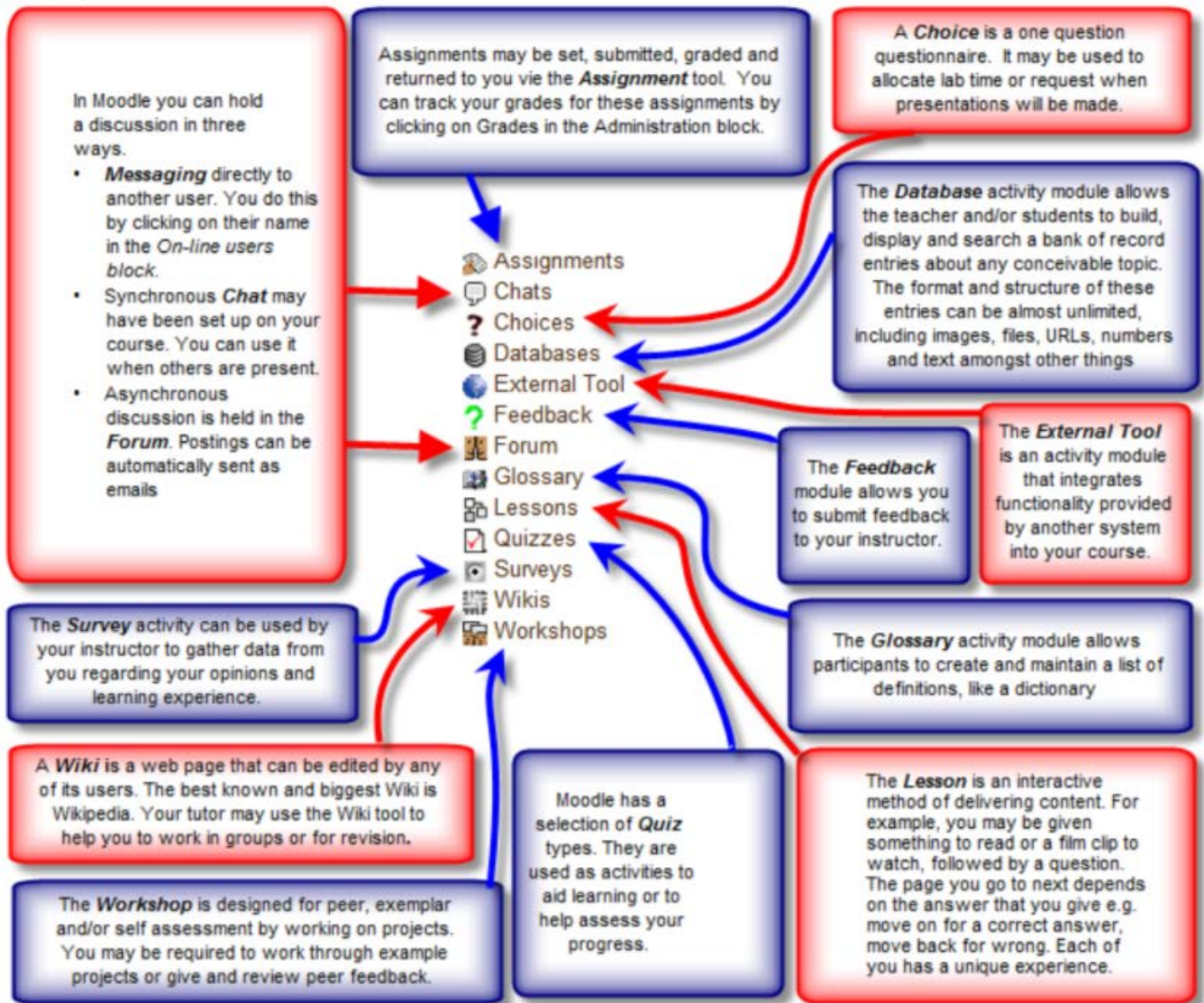


Figure 9: Activities block

If you encounter any problems, refer to the “**Student Support**” menu on *myPLS* home page, or contact the Learner Service Centre (LSC) at:

+603-5022 3456