



**UTHM**  
Universiti Tun Hussein Onn Malaysia

# UTHM LMS - AUTHOR ODL GUIDE

for Students



by



# UTHM LMS - AuthorODL Guide for Students

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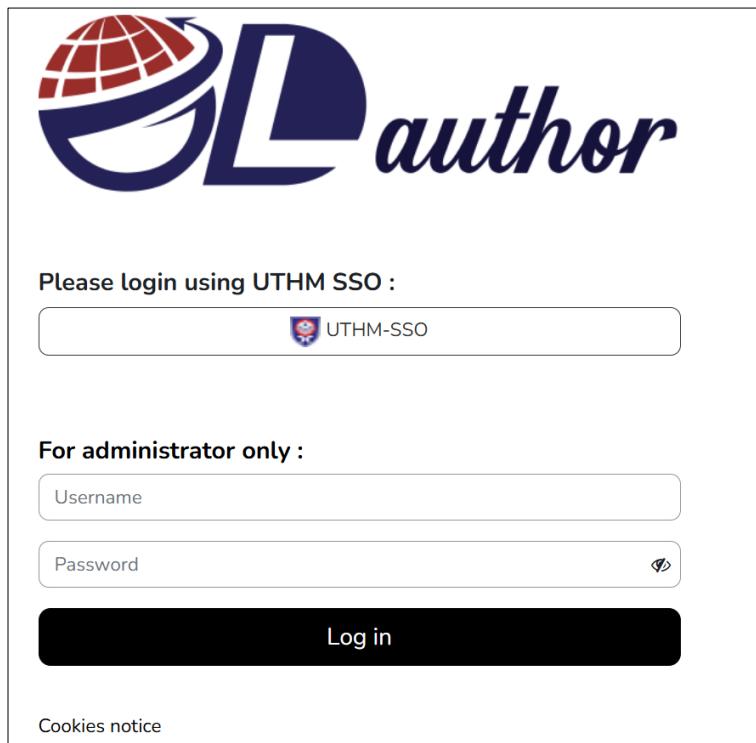
*Centre for Virtual Learning,*

*Universiti Tun Hussein Onn Malaysia (UTHM).*

2024.

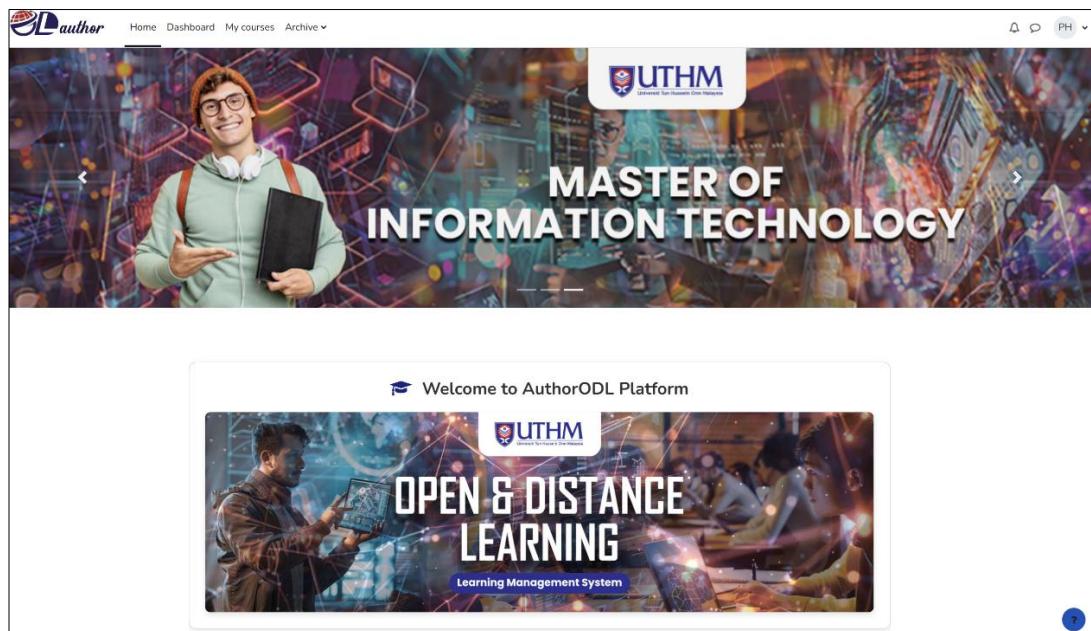
1. **Logging In and Navigating:**

- i. Open a browser and search this URL address: <https://authorodl.uthm.edu.my/>
- ii. Choose **Please login using UTHM SSO.**
- iii. Click **UTHM SSO** button.

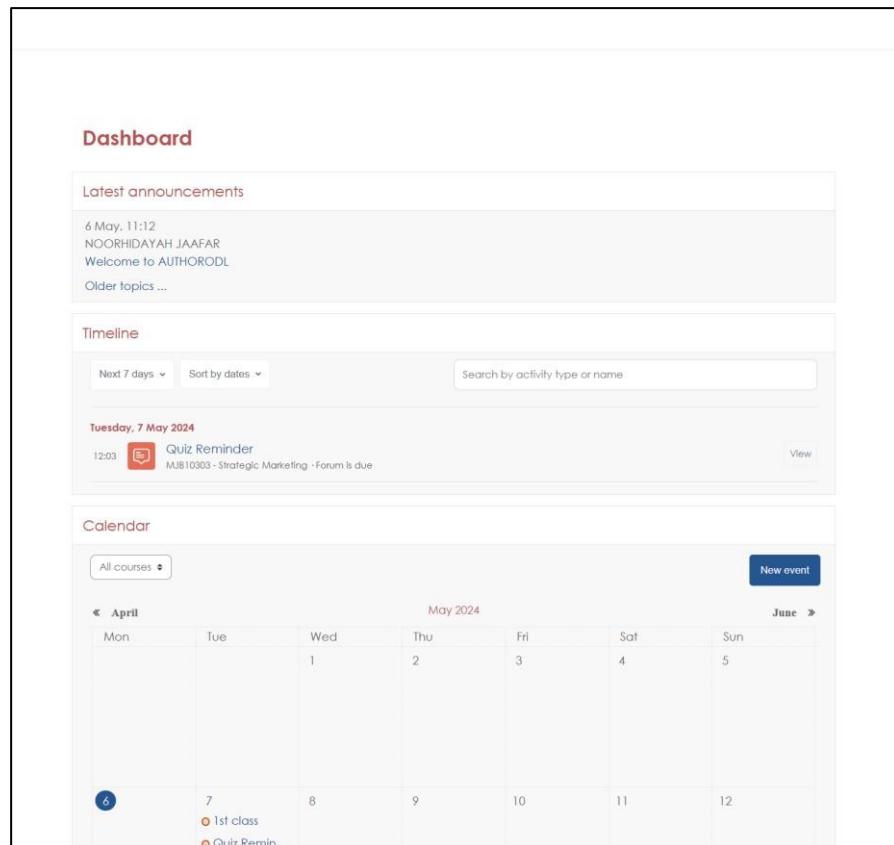


- iv. After click, you will be **redirected to SSO UTHM page.**
- v. Enter **Log in credentials:** Use your assigned username [Matric Number] and password (same with SMAP).
- vi. Click **Sign In** and get 6-digit code from your authenticator.
- vii. Click **Sign In.**

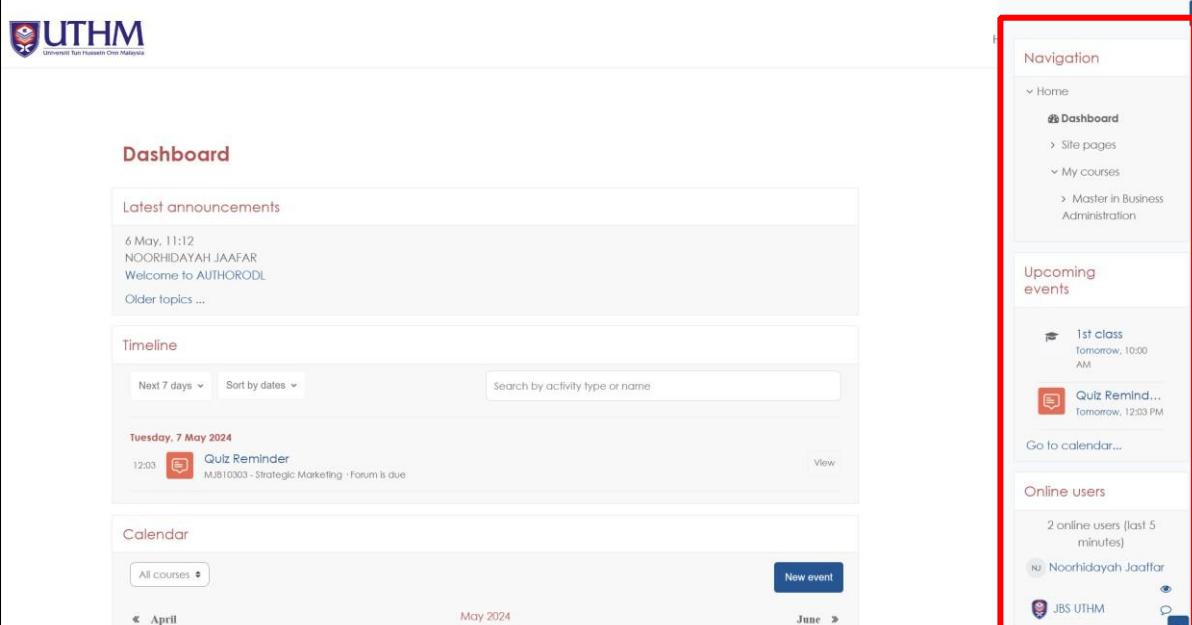
viii. **Home:** After successfully logging in, you'll see your home page.



ix. **Dashboard:** Next to Home is Dashboard, you'll find announcements, important dates, and general information.



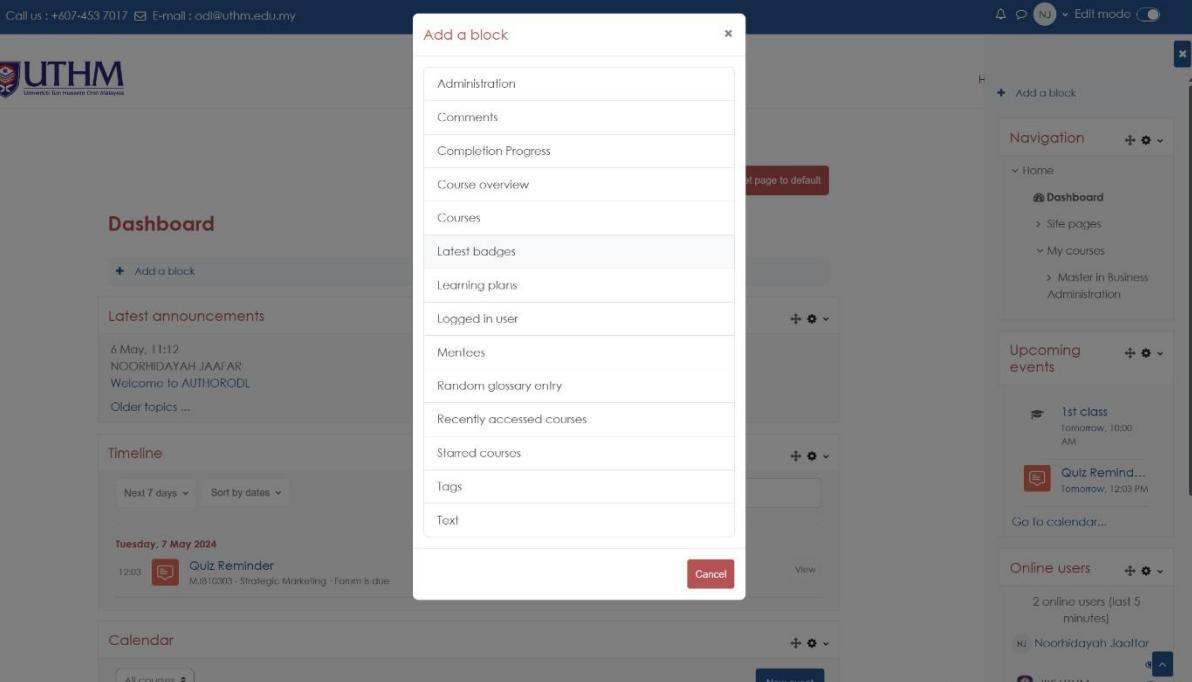
x. At the right sidebar at **Dashboard** page, you'll see the block information about the course upcoming events, navigations, online users and more.



The screenshot shows the Moodle dashboard for UTHM. The right sidebar is highlighted with a red box and contains the following sections:

- Navigation:** Home, Dashboard, Site pages, My courses, Master in Business Administration
- Upcoming events:** 1st class (Tomorrow, 10:00 AM), Quiz Reminder (Tomorrow, 12:03 PM)
- Online users:** 2 online users (last 5 minutes), Noorhidayah Jaafar, JBS UTHM

xi. And you can add anything block depending on what information that you want to know by turning edit mode on.



The screenshot shows the Moodle dashboard in edit mode. A modal window titled "Add a block" is open, listing various block options:

- Administration
- Comments
- Completion Progress
- Course overview
- Courses
- Latest badges
- Learning plans
- Logged in user
- Menefees
- Random glossary entry
- Recently accessed courses
- Starred courses
- Tags
- Text

xii. **My Course:** Next to Dashboard is My Course. Navigate to your courses from there.

xiii. **Course Overview:** Click on **My Course** and explore the course overview to find your enrolled courses. Click on a course to access its content.

The screenshot shows the 'My courses' page of the UTHM LMS. At the top, there are navigation links: 'Call us : +607-453 7017', 'E-mail : odl@uthm.edu.my', 'Home', 'Dashboard', and 'My courses' (which is highlighted with a red box). Below this, the heading 'My courses' is displayed. A 'Course overview' section is shown for 'MJB10303 Strategic Marketing', Master in Business Administration. The course image features the word 'STRATEGY' and a colorful pie chart. Below the image, the course name and description are listed, along with a progress bar showing '0% complete'.

## 2. Course Pages:

- After click on a course, you'll see this page
- Course Home: Start with the course home page. Here, you'll find **course content**, **participants**, and your **grades** for the course. At the left side of the page, there is also a **course index**.

The screenshot shows the 'Course' page for 'MJB10303 - Strategic Marketing'. On the left, a sidebar titled 'Course index' is shown, with 'General' expanded to reveal 'Engagement Starters', 'Course Overview', 'References', and 'eBook - Strategic Ma...'. The main content area has a header 'MJB10303 - Strategic Marketing'. Below the header is a navigation bar with tabs: 'Course' (highlighted with a red box), 'Participants', 'Grades', and 'Competencies'. The main content area features a large image of a book titled 'STRATEGIC MARKETING'. At the bottom, there are buttons for 'FORUM' and 'Engagement Starters', and a 'Done, View' button.

- Course:** In a course content, you'll see all modules or topics. Each module contains learning materials, assignments, and quizzes

The screenshot displays a list of course resources and assessments:

- FILE** Self-Instructional Materials (SIM) : Lecture 1 [View](#)
- FILE** Lecture 1: Situation Assessment and Strategy Formation [View](#)  
Lecture 1 - Situation Assessment (The External Environment)
- URL** Evaluating the Business' Internal & External Environments [View](#)  
Let us understand more about the Business Internal and External Environments.
- QUIZ** Self-Check 1.1 [View](#) [Receive a grade](#)
- QUIZ** Self-Check 1.2 [View](#) [Receive a grade](#)
- FILE** Lecture 1: Situation Assessment and Strategy Formation [View](#)

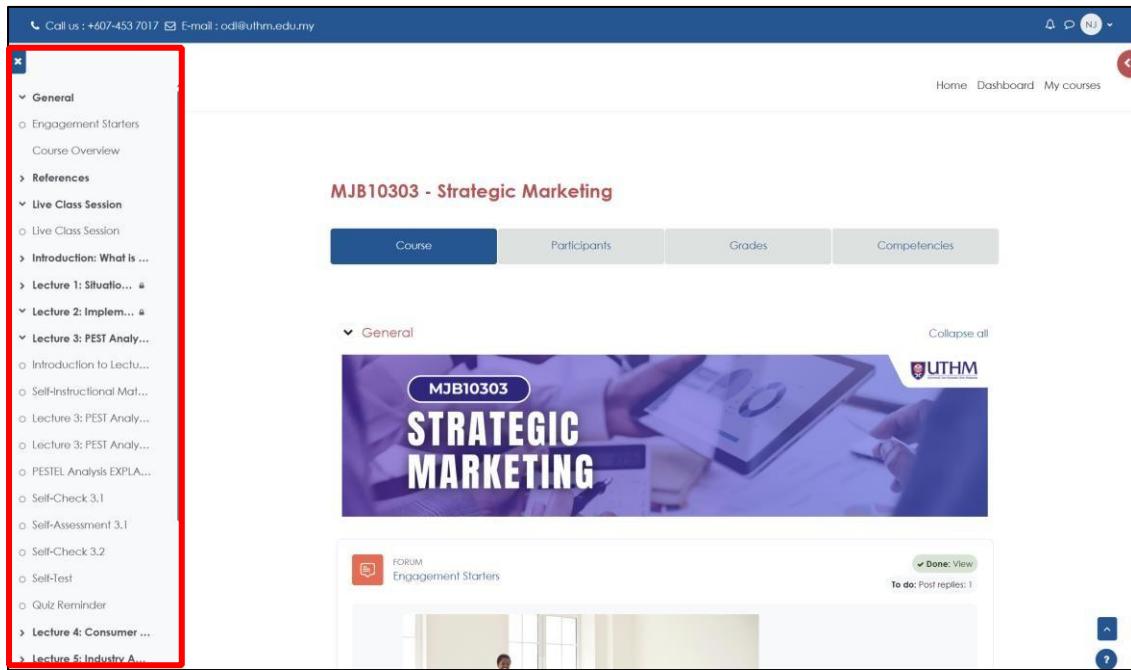
iv. **Participants:** you'll see the list of all participants that enrol in this course.  
 v. **Grades:** you'll see your grades for quiz/exams.

The screenshot shows a user report for the course **MJB10303 - Strategic Marketing**:

**User report - Noorhidayah Jaaffar**

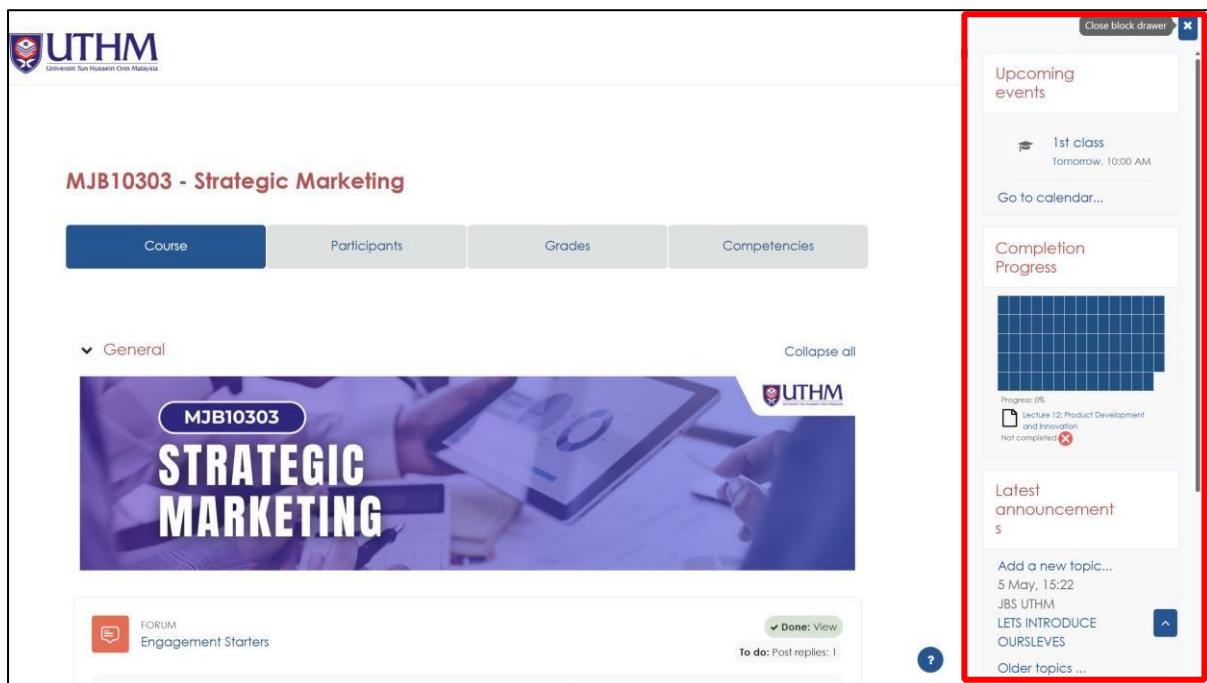
Grade item	Calculated weight	Grade	Range	Percentage	Feedback	Contribution to course total
■ MJB10303 - Strategic Marketing						
☒ Self-Check 3.1	0.00 % ( Empty )	-	0-10	-		0.00 %
☒ Self-Check 4.1	0.00 % ( Empty )	-	0-10	-		0.00 %
☒ Self-Check 5.1	0.00 % ( Empty )	-	0-10	-		0.00 %
☒ Self-Check 5.2	0.00 % ( Empty )	-	0-10	-		0.00 %
☒ Self-Check 4.2	0.00 % ( Empty )	-	0-10	-		0.00 %
☒ Self-Assessment 3.1	0.00 % ( Empty )	-	0-10	-		0.00 %
☒ Self-Assessment 4.1	0.00 % ( Empty )	-	0-10	-		0.00 %
☒ Self-Check 3.2	0.00 % ( Empty )	-	0-10	-		0.00 %
☒ Self-Assessment 5.1	0.00 % ( Empty )	-	0-10	-		0.00 %
☒ Quiz 1	100.00 %	10.00	0-10	100.00 %		100.00 %
☒ Course total	-	10.00	0-10	100.00 %	-	-

vi. **Course Index:** Use the left sidebar to navigate between different sections of the course.



The screenshot shows the course index sidebar on the left, which is highlighted with a red box. The sidebar contains a tree view of course content. The 'General' section is expanded, showing various course modules like 'Engagement Starters', 'Course Overview', 'References', 'Live Class Session', and 'Lecture 1' through 'Lecture 5'. Each module has a small icon and a brief description. The main content area on the right displays the course title 'MJB10303 - Strategic Marketing' and a navigation bar with tabs for 'Course', 'Participants', 'Grades', and 'Competencies'. Below the title is a large image of a hand holding a tablet displaying the course title. A block drawer is visible on the right, showing 'Upcoming events', 'Completion Progress' (with a grid chart), and 'Latest announcement' (with a message from the teacher).

vii. **Block Drawer:** Located at right sidebar, you'll see the block information about the course upcoming events, announcements, course completion progress and many more.



The screenshot shows the course index sidebar on the left and a 'Block Drawer' on the right, which is highlighted with a red box. The sidebar contains the same course content structure as the previous screenshot. The main content area on the right displays the course title 'MJB10303 - Strategic Marketing' and a navigation bar with tabs for 'Course', 'Participants', 'Grades', and 'Competencies'. Below the title is a large image of a hand holding a tablet displaying the course title. A block drawer is visible on the right, showing 'Upcoming events' (listing '1st class' for tomorrow at 10:00 AM), 'Completion Progress' (with a grid chart showing 0% progress for 'Lecture 12: Product Development'), and 'Latest announcement' (with a message from the teacher). The 'Block Drawer' has a 'Close block drawer' button at the top right.

### 3. Accessing Content:

- i. **Resources:** Look for resources such as PDFs, videos, links, and interactive content. These are usually available within modules.

▼ References

Utilize these resources to make learning easier and improve your grades.

 FILE 11.0 MB PDF document

eBook - Strategic Marketing

**Other References:**

1. Mooradian, T, Matzler, K and Ring, L (2013). Strategic Marketing: Pearson New International Edition. Pearson Education Limited, ISBN-10:1292020563
2. Chernev, A, Kotler P. (2019). Strategic Marketing management (7th edition). Cerebellum Press, ISBN-10:193657215x
3. Kerin, R., Peterson, R. (2019) Strategic Marketing Problems: International Edition (12th edition), Prentice Hall, ISBN-10 0273768948
4. Kotler, P, Keller. K.L, Ang S.H, Leong, S.W, Tan C.T (2019) Marketing Management: An Asian Perspective (6th edition), Prentice Hall

- ii. **Readings:** Read any assigned materials carefully. Some courses may have textbooks or additional readings.
- iii. **Lectures and Presentations:** Access recorded lectures or presentations if available.

 PAGE [Introduction to Lecture 3](#)

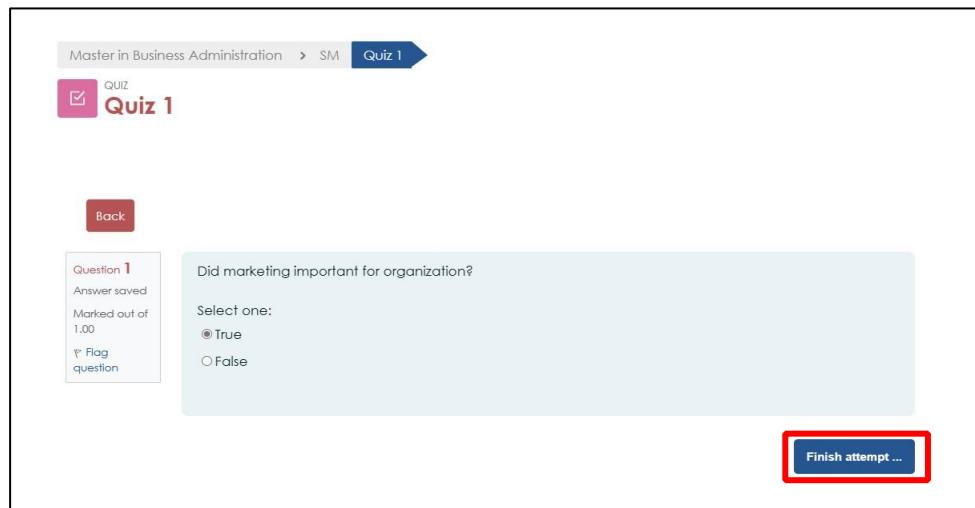


#### 4. Assignments and Assessments:

- i. **Submission Guidelines:** Follow specific instructions for submitting assignments. Check deadlines and file formats.
- ii. **Quizzes and Exams:** Take quizzes and exams within the specified time frame. Review your answers before submitting.
- iii. Click the quiz link.



- iv. Answer quiz and click **Finish Attempt** after finish answer it.



- v. Click **Submit all and finish** if there is no change answer. If you want to change the answer, click on **Return to attempt**.

Master in Business Administration > SM > Quiz 1 Summary of attempt

QUIZ Quiz 1

Back

Quiz 1

Summary of attempt

Question	Status
1	Answer saved

[Return to attempt](#)

[Submit all and finish](#)

vi. After successfully submitting the answer, the result page will appear.

Master in Business Administration > SM Quiz 1

QUIZ Quiz 1

Started on	Tuesday, 7 May 2024, 2:52 PM
State	Finished
Completed on	Tuesday, 7 May 2024, 2:53 PM
Time taken	1 min 18 secs
Marks	1.00/1.00
Grade	10.00 out of 10.00 (100%)

Question 1  
Correct  
Mark 1.00 out of 1.00  
Flag question

Did marketing important for organization?

Select one:

True ✓

False

The correct answer is 'True'.

vii. **Mark as done** when you already take quiz (if have this option)

QUIZ Quiz 1

[Mark as done](#)

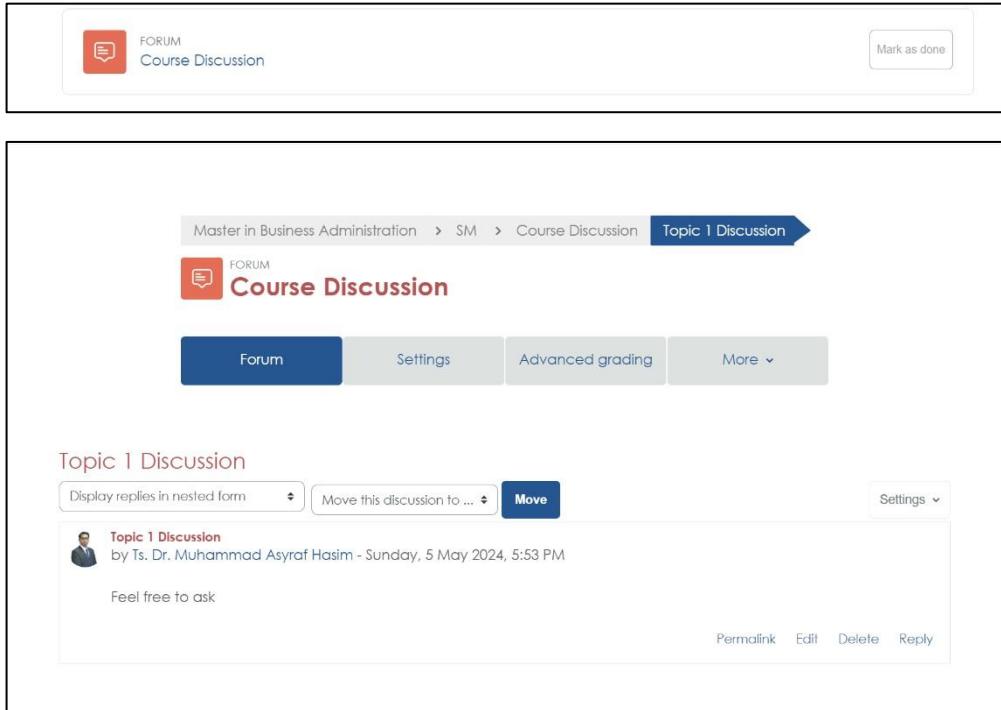
QUIZ Quiz 1

Done

viii. **Feedback:** Check for feedback on your assignments and assessments.

## 5. Participating in Discussions:

- i. **Forums:** Click **Forum** link to open the discussion. Click **Reply** to engage in discussion forums related to course topics. Be respectful and contribute thoughtfully.



- ii. **Netiquette:** Follow netiquette rules—use proper language, avoid all caps, and cite sources when necessary.
- iii. **Replying:** Reply to your peers' posts to foster meaningful discussions.

## 6. Notifications and Announcements:

- i. **Notifications:** Enable notifications to stay informed about course updates, new content, and deadlines.
- ii. **Announcements:** Read course announcements regularly. Lecturers may share important information here.

After the session, you will receive a recording (if the session is recorded) and/or a summary of key points discussed.  
Please complete any follow-up tasks or readings assigned during the session before the next class.

We look forward to seeing you there and engaging in a productive discussion. Please make sure to prepare any questions or topics you'd like to discuss during the live session. Your active participation will enrich the learning experience for everyone involved.

Introduction: What is Marketing Strategy?

Welcome to a key segment of our course on Strategic Marketing: the "Marketing Strategy" video. This initial topic is essential as it sets the stage for understanding how marketing strategies are developed and implemented to meet business objectives effectively.

**MARKETING STRATEGY**  
**WHAT IS IT?**

WHAT IS A MARKETING STRATEGY?

"Marketing strategy" may refer to a 'process' or to its

Completion Progress  
Progress 0%  
Lecture 1b: Pricing and Promotion  
not completed

Latest announcements  
Add a new topic...  
5 May, 15:22  
JBS UTHM  
LETS INTRODUCE OURSELVES  
Older topics ...

Online users  
2 online users (last 5 minutes)  
Ts. Dr. Muhammad Asyraf Hasim  
Noorhidayah Jaaffar

## 7. Technical Tips:

- i. **Browser Compatibility:** Use a compatible browser (e.g., Chrome, Firefox) for the best experience.
- ii. **Clear Cache:** If you encounter issues, try clearing your browser cache. Go to browser settings and search cache.

Settings

Privacy and security

Clear browsing data

Clear history, cookies, cache and more

Time range: All time

Browsing history

Cookies and other site data

Cached images and files

Search history and other forms of activity

Cancel Clear data

## 8. Privacy and Academic Integrity:

- i. **Privacy:** Respect the privacy of other students. Do not share their personal information.
- ii. **Plagiarism:** Avoid plagiarism by citing sources properly. Use original work and give credit to the author.

## 9. Seek Help:

- i. **Support:** If you facing technical issues or need assistance, contact Centre for Virtual Learning, UTHM (Mr. Hemmy – [hemmy@uthm.edu.my](mailto:hemmy@uthm.edu.my) / Ms. Noorhidayah – [hidayahj@uthm.edu.my](mailto:hidayahj@uthm.edu.my))

- ii. **Course-Specific Questions:** Reach out to your course instructor or teaching assistants for subject-related queries.

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End.

