



CORE FEATURES

- Search MediaCAST digital content repository from within Moodle.
- Add “searched for” content results as a linked resource to Moodle for future reference by students in their courses.
- Resource link is seamlessly integrated into MediaCAST so that the user does not have to register or create a MediaCAST account to view the content.
- Resource links are managed by instructors, course creators and admins. These are direct links to the MediaCAST digital repository so they are editable and updateable from within Moodle.
- Manage and deliver video, audio, Flash presentations, Camtasia®, and all other multimedia files for your course enhancement.
- Copyright Fair Use and Teach Act management
- Scalable streaming

MediaCAST for Moodle adds a media streaming engine to your Moodle course management system

MediaCAST offers its Moodle integration module in order to provide a robust digital content repository and streaming platform for organizations utilizing Moodle for their course management system.

This MediaCAST software add-on seamlessly integrates with Moodle. It extends the capabilities of Moodle with management, tracking, reporting, storage and delivery of digital media assets and content resources in a wide-range of file formats.

MediaCAST's high-performance streaming servers and scalable storage combine with its search engine to enhance traditional text and image-based coursework. Rich multimedia includes streaming video, live broadcasts, audio, podcasts, flash presentations, electronic whiteboard files and an array of document formats.

Additionally, through MediaCAST's suite of add-on modules, your Moodle initiative can be enhanced with lecture capture, live IPTV, webcasting and application streaming.

Once a Moodle course is enabled by MediaCAST, a new activity type appears called MediaCAST Resources. This adds a MediaCAST search box directly

to the course and allows the instructor or course administrator to search the digital repository from within Moodle.

Upon locating a resource or learning object it can be added directly into the course for students to view. As students view coursework they can see a list of media resources available for the course. When the student clicks on a resource, the media plays in a new window without requiring them to login again.

Since the resource URL link is tied to a particular course, its usage is tracked and can be reported within MediaCAST.

MediaCAST's Digital Rights Management (DRM) allows content to be protected to help organizations with their compliance with licensing from publishers as well as the Copyright, Fair Use and Teach Act guidelines. Digital rights settings and permission controls set on the resource within MediaCAST are kept intact even when viewing through a Moodle course. DRM settings include setting expiration dates, number of licenses, password protection, runtime limits, LDAP/AD group restrictions, pay-per-view with PayPal integration and more.

The MediaCAST Search box can be added to Moodle courses through the MediaCAST Admin page. This will provide Moodle administrators a list of all their course categories in Moodle.

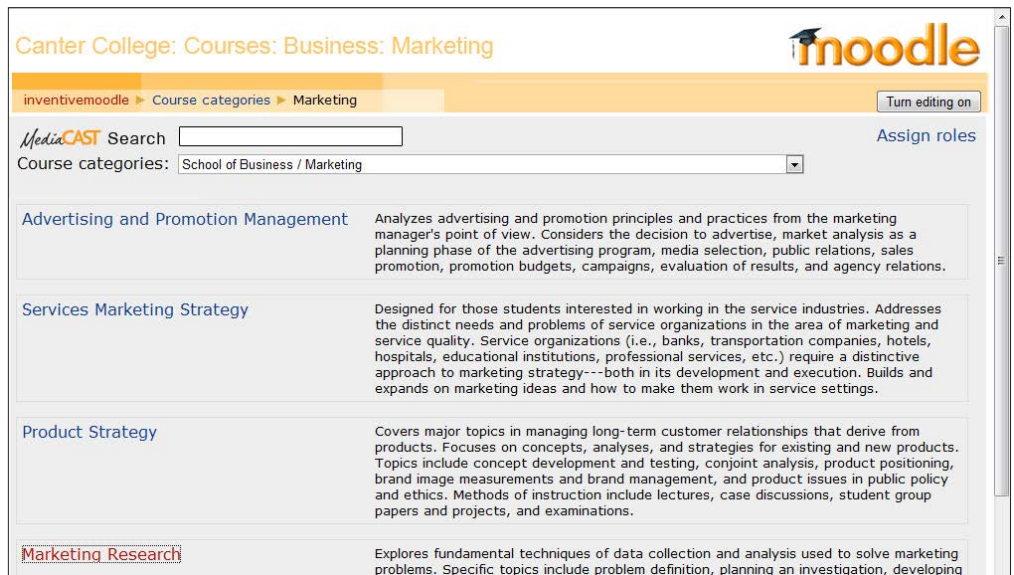
Select an entire category or choose courses individually and click “Add Search Module” – this adds the search box. Now, MediaCAST is enabled for instructors to use within Moodle courses.



MOODLE INTEGRATION MODULE CAPABILITIES

MediaCAST Seamless Integration Provides Moodle With...

- Digital content and media resource repository
- Video streaming (Windows Media, Flash, H.264/Mpeg4, QuickTime, Mpeg 1, Mpeg 2)
- Live video broadcasting
- Podcasts and iTunes® content synchronization supported
- Delivery of other formats including: PDF, PowerPoint, Word, Excel, Camtasia®, Impatica™, Promethean® Flipcharts, Smart® Notebook files, images/graphics, web site URLs, etc.
- eBook delivery and management (Kindle™, iPad™, NOOK™, etc.)
- Copyright, Fair Use, Teach Act compliance tools
- Content protection, licensing, tracking and reporting
- LDAP/AD/eDirectory integration
- Moodle user account integration
- Education standards pre-loaded for each state



Canter College: Courses: Business: Marketing

inventivemoodle ▶ Course categories ▶ Marketing Turn editing on

MediaCAST Search Assign roles

Course categories: School of Business / Marketing

Advertising and Promotion Management	Analyzes advertising and promotion principles and practices from the marketing manager's point of view. Considers the decision to advertise, market analysis as a planning phase of the advertising program, media selection, public relations, sales promotion, promotion budgets, campaigns, evaluation of results, and agency relations.
Services Marketing Strategy	Designed for those students interested in working in the service industries. Addresses the distinct needs and problems of service organizations in the area of marketing and service quality. Service organizations (i.e., banks, transportation companies, hotels, hospitals, educational institutions, professional services, etc.) require a distinctive approach to marketing strategy--both in its development and execution. Builds and expands on marketing ideas and how to make them work in service settings.
Product Strategy	Covers major topics in managing long-term customer relationships that derive from products. Focuses on concepts, analyses, and strategies for existing and new products. Topics include concept development and testing, conjoint analysis, product positioning, brand image measurements and brand management, and product issues in public policy and ethics. Methods of instruction include lectures, case discussions, student group papers and projects, and examinations.
Marketing Research	Explores fundamental techniques of data collection and analysis used to solve marketing problems. Specific topics include problem definition, planning an investigation, developing

Add Media Resource to Moodle: 'Buyer Research'



Please use the tool to select the Moodle Category and Courses that should receive a link to this Media Resource

Blackboard Categories:

- Miscellaneous
- Web Application Development
- Inventive Tech Courses
- Economics
- Forex Trading
- College of Arts and Sciences
- School of Business
 - Accounting
 - Finance
 - Management
 - Marketing**
 - Operations and Information Management
- School of Education
- College of Engineering and Applied Science
- School of Journalism and Mass Communication
- School of Law
- College of Music

All Add Link
Use the "All" checkbox to select All Moodle Courses

- Sales Management
- Buyer Behavior
- Marketing Research
- Product Strategy
- Services Marketing Strategy
- Advertising and Promotion Management