

Abstract: Web-based Courseware for Advertising Theory Applying Gagné's Nine Events of Instruction

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Abstract

The purpose of this study is to develop a web-based courseware for advertising theory applying Gagné's Nine Events of Instruction and to apply it to advertising courses offered in college programs. In advertising courses, emotional appeals based on visual images and multimedia materials are becoming more important. In addition, web-based courseware is becoming important in educational programs; but most of courseware does not provide the principles of instruction models for the learners. This study, therefore, has developed a web-based courseware for advertising theory by applying Gagné's 'Nine Events of Instruction'. The results of this research indicate how the Gagné's principles can be applied to courseware for advertising theory. To measure the courseware's efficiency, questionnaires given to 120 advertising majors were analyzed. The results can be summarized as follows. First, the web-based courseware for advertising theory had positive learning effects on the students. Second, Gagné's Nine Steps of Instruction produced effective classroom participation among the students. Third, the courseware provided an effective learning atmosphere for the students. Thus, learning activities were activated among the learners. In conclusion, this research has found that a web-based courseware applying Gagné's Nine Events of Instruction worked properly in the advertising classes. Most importantly, the effectiveness of courseware depends upon the reflection of principles on the instruction model.