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Entrenched Connect User Seeks New Connect Course for Intermediate Macroeconomics

Institution: Bloomsburg University of Pennsylvania
Course: Intermediate Macroeconomics
Enrollment: 100+
Solution: Creation of a non-existent Connect course with an eBook and test bank delivered via Inclusive Access

While trying to sweep adoptions in the Economics department at Bloomsburg University of Pennsylvania, the sales team discovered that the textbook selected by the Department Chair for the Intermediate Macroeconomics course did not have Connect. With this being a key takeaway in the department, the sales team partnered with the Custom Courseware Solutions (CCS) team to create an otherwise non-existent Connect course for a McGraw Hill Macroeconomics title. Faculty at Bloomsburg University of Pennsylvania were pleased with the Connect platform utilized in other Economics courses but were hesitant to move away from Cengage for this particular course without the benefits of Connect.

The Custom Courseware Solutions team was able to act quickly in building the eBook and test bank to accompany the Macroeconomics book to be delivered in a Connect shell. Bloomsburg University of Pennsylvania faculty, and more specifically the Department Chair, wanted to make the student experience in their courses more consistent across the board. This included the ease of integration with their D2L Learning Management System, as well as access to the EZtest bank to coincide with the Macroeconomics book.

Although the enrollment in this course was not large, the university has plans to merge with other campuses in the future and expects the enrollment in this course to increase. This particular project is straightforward when compared to the complexity of other CCS projects, but it addressed the best solution to win the takeaway business at Bloomsburg University of Pennsylvania.



