

M-Learning Case Study

NYU Launches First Class to Incorporate Use of Mobile Technology, with Magmito

Background

Founded in 1934, The NYU School of Continuing and Professional Studies (NYU-SCPS) is one of America's oldest and largest schools of its kind for lifelong learners. Recognizing demand on the part of the budget-conscious small to mid-sized business community for mobile marketing education and affordable solutions, NYU-SCPS worked with DIDMO to support the launch of its Mobile Marketing for the Small to Medium-Sized Business course.

“ Like social media marketing, SMBs are seeing mobile marketing as a necessity to their tactical marketing mix. By arming them with the tools, best-practice techniques, and strategies for any phone, NYU-SCPS is taking a leadership role in supporting this important segment. ”

Angelo Biasi, NYU Professor and VP Business Development, DIDMO.



Overview

Magmito's ease of use combined with its universal reach to all mobile handsets resulted in the platform being used both to create the course app and as the software students will use to create, deploy and market their own apps.

The course app delivers weekly coursework content, feedback quizzes, and provides an on-the-go interactive platform for the eight-week course.

In order to support course enrolment, generate awareness among a global mobile audience, and promote NYU-SCPS's unique commitment to m-learning, DIDMO's Magmito app creation tool was used. The app "Mobile Marketing for the Small to Medium-sized Business mLearning," complete with introductory

www.didmo.com - www.magmito.com

PROUD WINNER: MOBILITY AWARD FOR "BEST IN MOBILE MARKETING" 2010

PROUD WINNER: SWEDEN'S GOLDEN MOBILE AWARD FOR "THIS YEAR'S BEST MOBILE BUSINESS SOLUTION" 2009

course content, a self test, video tutorials and lead generation/viral functionality, was developed by DIDMO and distributed via GetJar app store (the world's largest free app store) and internal communications (QR code, email, etc.).

Results

In just **7 days**, downloads for the course app reached a staggering **31,546** via GetJar alone. These results combined with downloads from Magmito and other promotional efforts achieved a total of almost 32,000 downloads/Web visits. The self-test received a **7.8% response rate** and NYU-SCPS's **lead generation amounted to 4%**, based on people submitting inquiry forms.

“ This truly unique course is a great example of the forward-thinking programs we have at NYU-SCPS. By utilizing the app as part of the course, students can visualize the opportunities mobile apps can bring as well as learn how to effectively integrate mobile marketing as a part of their overall brand and business strategy. ”

Renee Harris, academic director of the marketing and public relations continuing education programs



www.didmo.com - www.magmito.com

PROUD WINNER: MOBILITY AWARD FOR "BEST IN MOBILE MARKETING" 2010

PROUD WINNER: SWEDEN'S GOLDEN MOBILE AWARD FOR "THIS YEAR'S BEST MOBILE BUSINESS SOLUTION" 2009