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Tutor / lesson observation form

Tutor: G.Nyambuya

Observer: Customer Service & H.O.D

Date: 10/08/24

Subject and lesson topic: Content Marketing

Tutor targets

Specific target (what?)
the digital vs the traditional content in
Zimbabwe and the world

the lecturer explained the course aims and objectives and he did Zero into the topic issues
Illustrating to students' concepts of content marketing from the traditional thrust to digital with graphic examples with practical examples.
Demonstrated how the Zimbabwean Companies are doing it in comparison to global trends in content creation

1 introduction of a topic or concepts

Well introduced using the concepts of from the simple to the complex approach, an example of ECONET content Management activated students and made them pay attention

2 lecture delivery and aids used

Face to face laptop and Projector

3 Students engagement

very good and well calculated as the students remained captivated

Observer's comments: well planned lesson even through we visited the class announced the lecturer remained composed and had good control of the class, the only hiccups were on the use of Microsoft teams to display graphics to those online

Questions for the post lesson discussion: Good questions were prepared to solidify what the students had learnt and allowing them to recap



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	Positive opening question: all the questions were positive for knowledge enhancement

Tutor / Lesson observation template



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Review of targets: targets well achieved with students showing understanding and asking key questions

Summary of key strengths; Understanding of the aspects being taught putting them into practical context. Using local example which students easily ling and get an understanding

Areas for development

ability to combine online students with in class still a challenge

Suggestions

1. Basic in-house computer skills training
2. Coordination of online students with physical students need to be worked on



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