



Why Intro Videos Matter in Online Courses

Introductory videos play a critical role in shaping students' first impressions of an online course. At Marshall Online, they are a key strategy for humanizing the learning experience, strengthening instructor presence, and supporting student success from the very beginning.

1. Establish Instructor Presence and Belonging

Intro videos allow students to see and hear their instructor early, transforming an online course from a collection of content into a guided learning experience. Personalized video content creates a stronger sense of connection and helps students feel that there is a real, supportive person behind the course.

2. Set Clear Expectations from Day One

A well-designed intro video orients students by explaining course structure, expectations, and navigation. This aligns with the H.O.M.E. Framework's emphasis on clarity and regular, substantive interaction, helping students start the course with confidence.

3. Reduce Anxiety and Cognitive Load

For many online learners—especially first-generation, returning, or working students—uncertainty can be a barrier. Intro videos reduce anxiety by providing reassurance, context, and a welcoming tone that demonstrates care and awareness of student needs.

4. Signal Care, Quality, and Intentional Design

Introductory videos signal instructor investment and course quality. When included alongside other best practices, they communicate that the course has been intentionally designed with the student experience in mind.

Key Takeaway

An introductory video humanizes the course by establishing instructor presence, clarifying expectations, and helping students feel welcomed and supported from their very first

interaction. When aligned with Marshall Online and H.O.M.E. principles, intro videos support engagement, belonging, and student success.