

Course XLSU 9023: Introduction to Instructional Design

This course is an introductory course to Instructional Design. The course is purposed to help participants get a job in the field.

Online Course at a Glance

Orientation to Course Tools & Resources

Readings:

- Purchase books, and assure that they are delivered in time for class.
- Review the Table of Contents of books to gain a general idea of topics to be covered in the course.

Establish Brandman University Extended Education email connection.

- Reply to professor's email sent to your Brandman University Extended Education email address. Reply from your Brandman University Extended Education email address, which is link@brandman.edu.

Download and Read Course Syllabus

- In the Course Information link of the BLACKBOARD course, locate the course syllabus (Hint, there is a button on the left hand side that says Syllabus)
- Read the syllabus in depth; check out all four documents in the syllabus section. Really get to know the resources, requirements, procedures and expectations for this course early in the learning process. The syllabus and other materials related to the course can be found in the Syllabus section of the BLACKBOARD course. Please sign the syllabus electronically, date it, and send it to me via email.

Review the Course-at-a-Glance

- In the "Course Information" link of the BLACKBOARD course, locate the course map. Download and print.

Become familiar with the Blackboard course site.

- As you will be spending time here, become familiar with it. For example, locate your grade-book.

Visit the Week 1 Folder

Click on the folders to become familiar with the layout of the course

Post to Discussion

- You will see a forum "Class Introductions." Follow directions to post your introduction.

Week #	Topic	Reading	Projects/Assignments
1	Basics of Instructional Design and adult learning theory – what do Instructional Designers do? Where do they work?	Please read the following articles located in the Resources and Documents folder in Week One: <ul style="list-style-type: none">• Engineering Instructional Development- Programs- best practices recommendations.• From Traditional Instruction to Instructional Design.• Aligning the Quantum Perspective of Instructional Design• Learner Control and Personal Learning Environment a Challenge for Instructional	Tasks: Task 1: Read all materials for this week. Download Participant Guide. Task 2: Please read through the entire course overview and explore the Blackboard classroom environment. Email me at link@Brandman.edu with any questions you might have. Task 3: Please read the job descriptions and determine which case study you are interested in pursuing. Due Sunday at 5:00pm.

		<p>Design.</p> <ul style="list-style-type: none"> • Toward Fluent Instructional Design in the Context of People- Good article for First Session. 	<p>Task 4: Self-Reflection Paper- Job Analysis: Your assignment is to write and submit a 300 word self-reflection paper to tell me about the skills you need to acquire in order to take on an Instructional Design role. Submit both the job analysis and 300 word reflection. Due Sunday at 5:00pm. 20 points.</p> <p>Task 5: Attend Live Lesson on Thursday or set up appointment with me to discuss the course. There are 25 points for attendance.</p> <p>Task 6: Click on the “Discussion Board” links to participate in your discussions; your initial response is DUE Wednesday by midnight and your responses to at least three classmates’ responses are DUE Sunday by midnight. There are three discussion boards and they are each worth 9 points.</p>
2	<p>Introduction to the Instructional Design Curriculum Development Model: ADDIE</p>	<p>Please read the following articles located in the Resources and Documents folder in Week Two:</p> <ul style="list-style-type: none"> • ADDIE + Adopting Proven Practices from the IT Industry • Historical Reflections on Learning Theories and Instructional Design • Organizing the Instruction- A comparative study of public Charter and Catholic schools. • Multiple Perspective on learning but which way for Instructional Design. 	<p>Tasks: Task 1: Read all of the materials for this week.</p> <p>Task 2: Self-Reflection Paper- ADDIE: Please write a 500 word paper describing the different parts of the ADDIE Process. To substitute for a written assignment, you may also create a PPT that details what you have learned about the ADDIE Instructional Design process. Due Sunday, by 5pm, 12 points.</p> <p>Task 3: CASE STUDY- Begin to analyze the case study you selected to determine how you will create an Instructor-Led Training to go with your case. You will need to identify the Subject Matter Experts http://www.nwlink.com/~donclark/hrd/sme.html you will work with who can best assist you with your project. Please indicate who you might choose to work with as a Subject Matter Expert on your specific case. This will require research on your behalf, and the instructor will work with you during the Live Lesson to fully meet the expectations in this assignment. Due by Sunday, by 5pm.</p> <p>Task 4: Attend Live Lesson on Thursday or set up appointment with me to discuss the course. There are 25 points for attendance.</p> <p>Task 5: Discussion Board. Your initial response is DUE Wednesday by midnight and your responses to at least three classmates’ responses are DUE Sunday by midnight. There are three discussion boards and they are each worth 9 points.</p>
3	<p>Overview of Instructor-Led Training Models in Organizations and integrating different learning styles into the model</p>	<p>Please read the following articles located in the Resources and Documents folder in Week Three:</p> <ul style="list-style-type: none"> • Ideas in Practice- Instructional Design in Delivery for Adult Learners. 	<p>Tasks: Task 1: Read all of the materials for this week.</p> <p>Task 2: Take the learning styles and multiple intelligences tests.</p>

		<ul style="list-style-type: none"> • The role of Personalized Integrated Educational Systems in the Information age Paradigm of Education. • Multiple perspectives on Learning but which way for Instructional Design. • Coupling factual and emotional data for learning. 	<p>Consider how you will integrate different modalities of learning into the instructional process. Write a 300 word essay discussing this topic. Due Sunday at 5pm.</p> <p>Task 3: Watch instructional video. Based on the instructional video, design a short mini lesson to re-teach what you just learned. A rubric is included for this assignment. This will involve creating a PPT and a learning mat. A learning mat template is included in the course as an attached resource artifact. Due Sunday by 5pm.</p> <p>Task 4: Attend Live Lesson on Thursday or set up appointment with me to discuss the course. There are 25 points for attendance.</p> <p>Task 5: Discussion Board. Your initial response is DUE Wednesday by midnight and your responses to at least three classmates' responses are DUE Sunday by midnight. There are three discussion boards and they are each worth 9 points.</p>
4	<p>Overview of E-Learning Models – and integrating active learning into the modules</p>	<p>Please read the following articles located in the Resources and Documents folder in Week Four:</p> <ul style="list-style-type: none"> • Universal Instructional Design Principals for Mobile Learning. • The Instructional Design of Online Collaborative Learning • Head of Gold, Feet of Clay- The Online Learning Paradox • Combining Quality and Expediency with Action Research in elearning Instructional Design. • Curb cuts Cyberspace Universal Instructional Design for Online Courses • Promoting and Supporting Authentic Online Courses. 	<p>Tasks: Tasks (Assignments Folder) Task 1: Read all of the materials for the week.</p> <p>Task 2: Learning Activity- Choose one of the six articles for this week and design a learning activity to accompany it. Sample activities are included as resources for this week along with a tutorial. Please watch the tutorial before you complete the activity. i.e. Due Sunday at 5:00pm.</p> <p>Task 2: Analysis and Design- construct a analysis and design plan and submit for project. Use the attached Planning Guide to help you with this assignment. Due Sunday by 5pm.</p> <p>Task 3: Attend Live Lesson on Thursday or set up appointment with me to discuss the course. There are 25 points for attendance.</p> <p>Task 4: Click on the “Discussion Board” links to participate in your discussions; your initial response is DUE Wednesday by midnight and your responses to at least three classmates' responses are DUE Sunday by midnight. There are three discussion boards and they are each worth 9 points.</p>

5	Overview of Blended Learning Models	<p>Please read the following articles located in the Resources and Documents folder in Week Five:</p> <ul style="list-style-type: none"> • Designing a Blended Course- Using ADDIE to Guide Instructional Design • Designed and Learner Instructions in Blended Course Delivery • A Holistic Approach to Instructional Design for Blended Learning Environments. • Identifying Multimedia Production Competencies. • Real World Projects in the Advanced Instructional Design Course 	<p>Tasks: Task 1: Read all of the materials for the week.</p> <p>Task 2: Self-Reflection Paper- Analysis and Design feedback reflection. Based on the feedback that you received from your Analysis and Design (week 4), write a 500- word reflection on what areas of your plan need adjustments, edits, updating- be sure to include why and how! Use the attached Implementation Plans to help you understand the details involved in this task.</p> <p>Task 3: Watch the tutorial on Blended Learning and discuss ways that the training you have been developing could incorporate a blended learning approach.</p> <p>Task 4: Attend Live Lesson on Thursday or set up appointment with me to discuss the course. There are 25 points for attendance.</p> <p>Task 5: Click on the “Discussion Board” links to participate in your discussions; your initial response is DUE Wednesday by midnight and your responses to at least three classmates’ responses are DUE Sunday by midnight. There are three discussion boards and they are each worth 9 points.</p>
6	Storyboarding and Learning Materials	<p>Please read the following articles located in the Resources and Documents folder in Week Six:</p> <ul style="list-style-type: none"> • Aesthetic Principals for Instructional Design • Coupling Factual and Emotional Data for Learning • Storyboards based on Instructional Design Principals- A Tool for Creating e-learning content • Universal Instructional Design- Tools for Creating an Inclusive Educational Experience. • Ideas in Practice- Instructional Design and Delivery for Adult Learners 	<p>Tasks: Task 1: Read all the materials for this week</p> <p>Task 2: Storyboard: Watch the Tutorial on Storyboard. Submit a complete storyboard of your design model which will show all of the learning artifacts from this course. This will result in a portfolio of your personal learning as well as an overview of the training within. 25 points.</p> <p>Task 3: Attend Live Lesson on Thursday or set up appointment with me to discuss the course. There are 25 points for attendance.</p> <p>Task 4: Click on the “Discussion Board” links to participate in your discussions; your initial response is DUE Wednesday by midnight and your responses to at least three classmates’ responses are DUE Sunday by midnight. There are three discussion boards and they are each worth 9 points.</p>
7	The Importance of Evaluation Kirkpatrick’s 4 Levels of Evaluation – Different types of assessment	<p>Please read the following articles located in the Resources and Documents folder in Week Seven:</p> <ul style="list-style-type: none"> • A Task Centered Instructional Strategy • The Implications of the Differences between Design and Instructional Systems 	<p>Tasks: Task 1: Read all materials for this week.</p> <p>Task 2: Design, develop, and implement 4 assessment pieces to evaluate both your training, and ways you will test the learner to</p>

		<p>Design.</p> <ul style="list-style-type: none"> • Instructional Design and Assessment 	<p>determine the quality and veracity of the design. Keep in mind that you should be able to provide a Subject Matter Expert with the feedback to further enhance the design. Due by Sunday 5pm, worth 50 points.</p> <p>Task 3: Attend Live Lesson on Thursday or set up appointment with me to discuss the course. There are 25 points for attendance.</p> <p>Task 4: Click on the “Discussion Board” links to participate in your discussions; your initial response is DUE Wednesday by midnight and your responses to at least three classmates’ responses are DUE Sunday by midnight. There are three discussion boards and they are each worth 9 points.</p>
8	How to get a job in Instructional Design: Marketing your skills and landing work	<p>Please read the following articles located in the Resources and Documents folder in Week Eight:</p> <ul style="list-style-type: none"> • http://marketing.about.com/od/strategytutorials/a/marketingkit.htm • http://marketing.about.com/cs/advertising/a/annualmktgpln.htm • http://www.rockportinstitute.com/resumes • http://www.dailywritingtips.com/resume-writing-tips/ • http://www.dailywritingtips.com/resume-writing-tips/ 	<p>Tasks:</p> <p>Task 1: Read all materials for this week.</p> <p>Task 2: Resume Activity: Use the attached resume to develop your own resume to include your instructional design skills learned from this course. Due Sunday at 5:00pm. 12 points</p> <p>Task 3: ID Job Description Assignment: Research three businesses that have Instructional Designers. Review the ID job descriptions and note the following: 1- Nature of work, 2- Salary, 3- Experience Required, 4- What you would like and dislike about each. Provide your answers as an attachment. Due Sunday by 5pm, worth 12 points.</p> <p>Task 4: Attend Live Lesson on Thursday or set up appointment with me to discuss the course. There are 25 points for attendance.</p> <p>Task 5: Click on the “Discussion Board” links to participate in your discussions; your initial response is DUE Wednesday by midnight and your responses to at least three classmates’ responses are DUE Sunday by midnight. There are three discussion boards and they are each worth 9 points.</p>

Brandman University Extended Education College
Greetings and welcome to XLSU 9023: Introduction to Instructional Design

WELCOME TO WEEK 1

This week, we will address the following objectives:

- Read through the course overview in its entirety and download the Participant Guide for this week.
- Understand what instructional designers do and determine where they work.
- Evaluate the case study and job description.
- Analyze the job description and complete assignment.

Readings/Preparation

During the week, please read the attached articles attached as PDFs during the appropriate week. Your readings will be very important in order for you to complete the discussion board and quizzes, so be sure to plan your reading time accordingly.

Graded Work Due this Week

1. Self-Reflection- Job Analysis. Complete 300 word reflection. Due Sunday at 5:00pm. 12 points.
2. Discussion Board. Click on the “Discussion Board” links to participate in your discussions; your initial response is DUE Wednesday by midnight and your responses to at least three classmates’ responses are DUE Sunday by midnight. There are three discussion boards and they are each worth 9 points.
3. Virtual Session- Attend Live Lesson on Thursday or set up appointment with me to discuss the course. There are 25 points for attendance.

Discussion Prompts:

1. What do Instructional Designers do?
2. Where do Instructional Designers work?
3. What is Adult Learning Theory and how does Adult Learning Theory influence the work of Instructional Design?

WELCOME TO WEEK 2

This week, we will address the following objectives:

- Identify and evaluate characteristics of the ADDIE Instructional Design Curriculum Development Model
- Synthesize and then describe different phases of the ADDIE Instructional Design Curriculum Development Model
- Evaluate the most significant parts of the ADDIE Instructional Design Curriculum Development Model

Readings/Preparation

During the week, please read the attached articles attached as PDFs during the appropriate week. Your readings will be very important in order for you to complete the discussion board and quizzes, so be sure to plan your reading time accordingly.

Graded Work Due this Week

1. Self-Reflection Paper: ADDIE. Write a 500 word paper describing the different parts of the ADDIE Process. A rubric is included for all papers. To substitute for a written assignment, you may also create a PPT that teaches me what you have learned about the ADDIE Instructional Design process. Due Sunday at 5:00pm. Worth 12 points.
2. Case Study: Analyze the case study you selected to determine how you will create an Instructor-Led Training to go with your case. You will need to identify the Subject Matter Experts you will work with who can best assist you with your project. Please indicate who you might choose to work with as a Subject Matter Expert on your specific case. Due Sunday at 5:00pm and worth 20 points.
3. Attend Live Lesson on Thursday or set up appointment with me to discuss the course. There are 25 points for attendance.
4. Click on the “Discussion Board” links to participate in your discussions; your initial response is DUE Wednesday by midnight and your responses to at least three classmates’ responses are DUE Sunday by midnight. There are three discussion boards and they are each worth 9 points.

Discussion Board

Deadlines: By midnight on Wednesday, post a response/reaction to the question posed. Start your own thread and, title it “Your Name Main Post” so Joe College’s would say, “Joe College Main Post.”

By midnight on Sunday, click “reply” to at least two of your colleagues’ postings.

Discussion Prompts:

1. What are the characteristics of the ADDIE Instructional Design Curriculum Development models?
2. How would you describe different phases of the ADDIE model?
3. In your opinion, what is the most important part of the ADDIE model and why?

WELCOME TO WEEK 3

This week, we will address the following objectives:

- Understand and explain learning styles and multiple intelligences
- Determine when Instructor Led Learning might be the optimal training model and explain
- Evaluate the Grow Teaching Model http://alec2.tamu.edu/grad_courses/611/Modules/Module2/Lesson2/Grow01.PDF <http://www.longleaf.net/ggrow/SSDL/SSDLIndex.html> and synthesize and explain ways that Instructor Led Training should include this model

Readings/Preparation

During the week, please read the attached articles attached as PDFs during the appropriate week. Your readings will be very important in order for you to complete the discussion board and quizzes, so be sure to plan your reading time accordingly.

Graded Work Due this Week

1. Self-Reflection Paper- Multiple Intelligence- Take the learning styles and multiple intelligences tests. Consider how you will integrate different modalities of learning into the instructional process. Write a 300 word essay discussing this topic. Due Sunday at 5:00pm.
2. Learning Mat Assignment- Watch instructional video. Based on the instructional video, design a short mini lesson to re-teach what you just learned. A rubric is included for this assignment. This will involve creating a PPT and a learning mat. A learning mat template is included in the course as an attached resource artifact.
3. Attend Live Lesson on Thursday or set up appointment with me to discuss the course. There are 25 points for attendance.
4. Click on the “Discussion Board” links to participate in your discussions; your initial response is DUE Wednesday by midnight and your responses to at least three classmates’ responses are DUE Sunday by midnight. There are three discussion boards and they are each worth 9 points.

Discussion Board

Deadlines: By midnight on Wednesday, post a response/reaction to the question posed. Start your own thread and, title it “Your Name Main Post” so Joe College’s would say, “Joe College Main Post.” By midnight on Sunday, click “reply” to at least two of your colleagues’ postings.

Discussion Prompts:

1. What are different types of learning styles and how would this influence ways to engage the learner during Instructor Led Training Models?
2. At what times is the Instructor Led Learning Model the most relevant to use and why?
3. Discuss different ways you might engage the learner during an Instructor Led Training including integrating different phases of Grow’s model of self-directed learning.

WELCOME TO WEEK 4

This week, we will address the following objectives:

- Evaluate ways that different types of learning styles could be utilized to enhance the e-Learning experience
- Understand when e-Learning is the most relevant and be able to explain why
- Synthesize different ways to engage the learner during an e-Learning module and support your thinking using Grow's model

Readings/Preparation

During the week, please read the attached articles attached as PDFs during the appropriate week. Your readings will be very important in order for you to complete the discussion board and quizzes, so be sure to plan your reading time accordingly.

Graded Work Due this Week

1. Learning Activity- Choose one of the six articles for this week and design a learning activity to accompany it. Sample activities are included as resources for this week along with a tutorial. Please watch the tutorial before you complete the activity. i.e. Due Sunday at 5:00pm.
2. Analysis and Design Plan- Construct Analysis and Design plan and submit for project. Use the attached Planning Guide to help you with this assignment.
3. Attend Live Lesson on Thursday or set up appointment with me to discuss the course. There are 25 points for attendance.
4. Click on the "Discussion Board" links to participate in your discussions; your initial response is DUE Wednesday by midnight and your responses to at least three classmates' responses are DUE Sunday by midnight. There are three discussion boards and they are each worth 9 points.

Discussion Board

Deadlines: By midnight on Wednesday, post a response/reaction to the question posed. Start your own thread and, title it "Your Name Main Post" so Joe College's would say, "Joe College Main Post."

By midnight on Sunday, click "reply" to at least two of your colleagues' postings.

Discussion Prompts:

1. How would different types of learning styles to create an engaging online learning experience for E-learners?
2. At what times is the E-Led Learning Model the most relevant to use and why?
3. Discuss different ways you might engage the learner during an e-Learning module?

WELCOME TO WEEK 5

This week, we will address the following objectives:

- Evaluate ways that different types of learning styles could be utilized to enhance the Blended Learning experience
- Understand when Blended Learning is the most relevant and be able to explain why
- Synthesize different ways to engage the learner during Blended Learning module and support your thinking using Grow's model

Readings/Preparation

During the week, please read the attached articles attached as PDFs during the appropriate week. Your readings will be very important in order for you to complete the discussion board and quizzes, so be sure to plan your reading time accordingly.

Graded Work Due this Week

1. Self-Reflection Paper- feedback to begin development of the training. Based on the feedback that you received from your Analysis and Design (week 4), write a 500- word reflection on what areas of your plan need adjustments, edits, updating- be sure to include why and how! Due by Sunday 5pm worth 12 points.
2. Please watch the videos below about Blended Learning and discuss ways that the training you are developing could incorporate a blended learning approach. Be sure to include the foundation, limitations, context, methods, learning strategy...etc. Please submit your ideas on one page. No need to worry about punctuation, grammar, or formatting- just write your brainstorm and write! Due by Sunday, 5pm, worth 12 points. Attend Live Lesson on Thursday or set up appointment with me to discuss the course. There are 25 points for attendance.
3. Click on the "Discussion Board" links to participate in your discussions; your initial response is DUE Wednesday by midnight and your responses to at least three classmates' responses are DUE Sunday by midnight. There are three discussion boards and they are each worth 9 points.

Discussion Board

Deadlines: By midnight on Wednesday, post a response/reaction to the question posed. Start your own thread and, title it "Your Name Main Post" so Joe College's would say, "Joe College Main Post."

By midnight on Sunday, click "reply" to at least two of your colleagues' postings.

Discussion Prompts:

1. What are different types of learning styles and how would this influence ways to engage the learner during Blended Learning Models?
2. At what times is the Blended Learning Model the most relevant to use and why?
3. Discuss different ways you might engage the learning during a Blended Training?

WELCOME TO WEEK 6

This week, we will address the following objectives:

- Describe the process of storyboarding and identify when and why storyboarding is important
- Evaluate different storyboards and describe why the models are effective or ineffective
- Prepare a sample storyboard and explain 3 ways that the storyboard will inform the learning process.

Readings/Preparation

During the week, please read the attached articles attached as PDFs during the appropriate week. Your readings will be very important in order for you to complete the discussion board and quizzes, so be sure to plan your reading time accordingly.

Graded Work Due this Week

1. Storyboard Watch the Tutorial on Storyboard. Submit a complete storyboard of your design model which will show all of the learning artifacts from this course. This will result in a portfolio of your personal learning as well as an overview of the training within. 25 points. Due Sunday at 5:00pm.
2. Attend Live Lesson on Thursday or set up appointment with me to discuss the course. There are 25 points for attendance.
3. Click on the “Discussion Board” links to participate in your discussions; your initial response is DUE Wednesday by midnight and your responses to at least three classmates’ responses are DUE Sunday by midnight. There are three discussion boards and they are each worth 9 points.

Discussion Board

Deadlines: By midnight on Wednesday, post a response/reaction to the question posed. Start your own thread and, title it “Your Name Main Post” so Joe College’s would say, “Joe College Main Post.”

By midnight on Sunday, click “reply” to at least two of your colleagues’ postings.

Discussion Prompts:

1. What does the process of storyboarding look like?
2. Attach a couple of storyboarding samples and discuss why you like or dislike them.
3. Attach a couple of samples of learning materials and discuss why they inform learning.

WELCOME TO WEEK 7

This week, we will address the following objectives:

- Evaluate different types of assessment models and describe their use.
- Understand and explain what Kirkpatrick's 4 Levels of Evaluation are and proofs that the training was effective for both the learner and the organization.
- Be able to identify, list, and describe 3 additional types of assessments to utilize during and after the learning process.

Readings/Preparation

During the week, please read the attached articles attached as PDFs during the appropriate week. Your readings will be very important in order for you to complete the discussion board and quizzes, so be sure to plan your reading time accordingly.

Graded Work Due this Week

1. Assessment Assignment: View the tutorials about assessment. Design, develop, and implement 4 assessment pieces to evaluate both your training, and ways you will test the learner to determine the quality and veracity of the design. Keep in mind that you should be able to provide a Subject Matter Expert with the feedback to further enhance the design. It is worth 50 points. i.e. Due Sunday at 5:00pm.
2. Attend Live Lesson on Thursday or set up appointment with me to discuss the course. There are 25 points for attendance.
3. Click on the "Discussion Board" links to participate in your discussions; your initial response is DUE Wednesday by midnight and your responses to at least three classmates' responses are DUE Sunday by midnight. There are three discussion boards and they are each worth 9 points.

Discussion Board

Deadlines: By midnight on Wednesday, post a response/reaction to the question posed. Start your own thread and, title it "Your Name Main Post" so Joe College's would say, "Joe College Main Post."

By midnight on Sunday, click "reply" to at least two of your colleagues' postings.

Discussion Prompts:

1. Why is assessment such an important part of the learning process?
2. What does Kirkpatrick's 4 Levels of Evaluation test, and what are proofs that the training worked?
3. What could you do to test other kinds of variables?

WELCOME TO WEEK 8

This week, we will address the following objectives:

- List and describe 3 different strategies that marketers use to market their goods and service.
- List and describe 3 ways you could market yourself to a potential employer.
- Evaluate and implement changes to your resume to represent learning from this course.

Readings/Preparation

During the week, please read the attached articles attached as PDFs during the appropriate week. Your readings will be very important in order for you to complete the discussion board and quizzes, so be sure to plan your reading time accordingly.

Graded Work Due this Week

1. Resume Activity- Use the attached resume to develop your own resume to include your instructional design skills learned from this course. This is worth 12 points. Due Sunday at 5:00pm.
2. ID Job Description Assignment: Research three businesses who have Instructional Designers. Review the ID job descriptions and note the following: 1- Nature of work, 2- Salary, 3- Experience Required, 4- What you would like and dislike about each. Provide your answers as an attachment. Due Sunday by 5pm, worth 12 points.
3. Attend Live Lesson on Thursday or set up appointment with me to discuss the course. There are 25 points for attendance.
4. Click on the “Discussion Board” links to participate in your discussions; your initial response is DUE Wednesday by midnight and your responses to at least three classmates’ responses are DUE Sunday by midnight. There are three discussion boards and they are each worth 9 points.

Discussion Board

Deadlines: By midnight on Wednesday, post a response/reaction to the question posed. Start your own thread and, title it “Your Name Main Post” so Joe College’s would say, “Joe College Main Post.”

By midnight on Sunday, click “reply” to at least two of your colleagues’ postings.

Discussion Prompts:

1. What are some different strategies that marketers use to market their goods and services?
2. What are three ways you could market yourself to potential employers?
3. What changes to your resume do you need to make in order to bring it current with what you have learned in this course?