THE COURSE CREATION PROCESS

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DEVELOPMENT
AND
MARKETING

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LESSON #6
e-Learning Lesson Creation Process

Define the Main Course Objectives

AND MARKETING

But Before We Begin Designing...

Do a Needs Analysis

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Welding

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House Keeping

"To Equip Individuals with Social Media Marketing and Management Skills and know-how"

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Target Audience Analysis

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Levels of Knowledge

No knowledge

Shallow knowledge

Deep knowledge

Expert

COMPUTER LITERACY

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"To Equip Individuals with Social Media Marketing and Management Skills and know-how"

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MODULE & TOPIC ANALYSIS

"What are the things the students needs to learn in order to achieve the overall objective of the training program?"
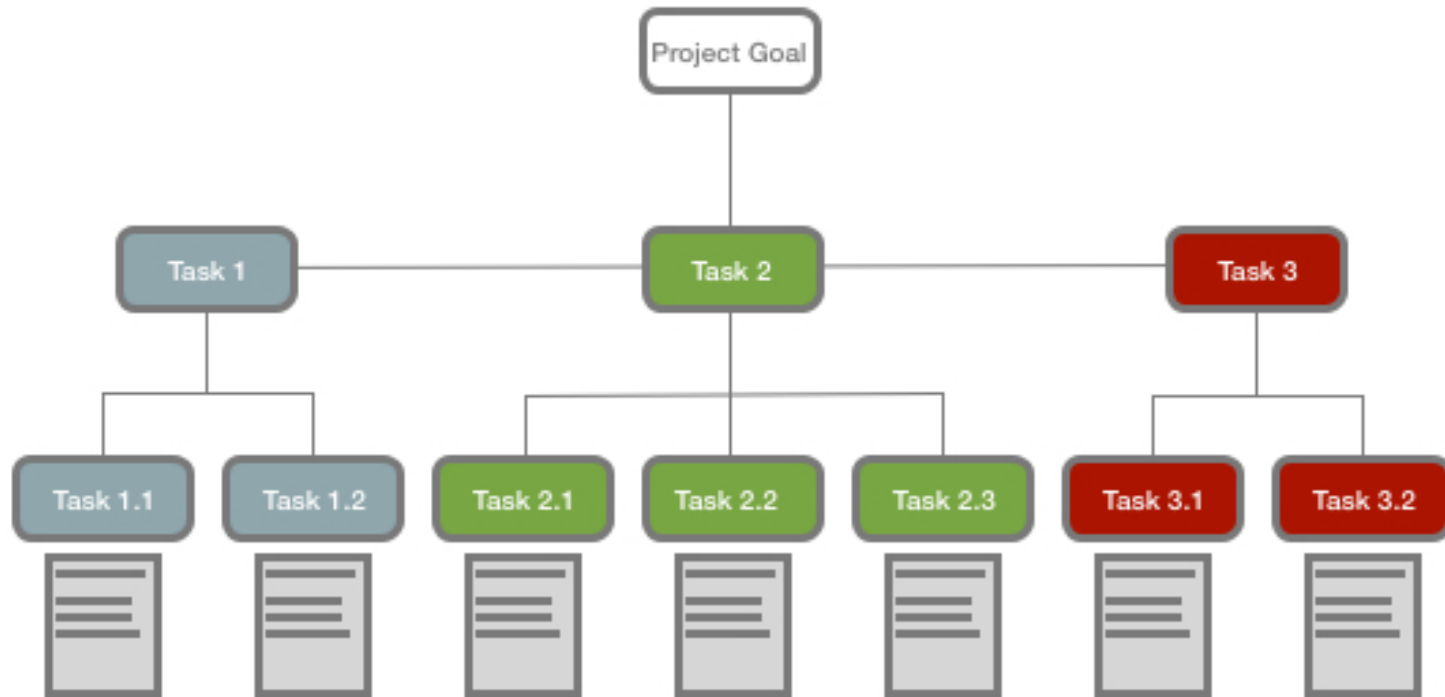
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MODULE & TOPIC ANALYSIS

1) SHOULD BE ABLE TO CREATE ACCOUNTS IN FACEBOOK
2) SHOULD BE ABLE TO SETUP FANPAGE AND GROUPS
3) SHOULD BE ABLE TO SCHEDULE CONTENTS
4) SHOULD BE ABLE TO CREATE/ SHARE CONTENT
5) SHOULD BE ABLE TO RUN FACEBOOK ADS
6) ETC.

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Once you have defined the "Topics" which serves as modules, it's time to break them down to task that they should be able to do.

Once your Course Outline is Complete…

NEXT WEEK'S LESSON…

"E-Learning Platform Selection"

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FINAL TIP

"In creating and developing your course modules, lessons and task, be as specific and as detailed as possible."

As an Expert Instructional Designer Friend told me, "Make it Idiot-Proof. Leave no questions unanswered"

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