

COURSE MAP

Course Number & Title:

Modality: Online | Hybrid | Flipped | Synchronous/Asynchronous | In-Person

Faculty Name _____

Department _____

Semester/Year _____

Course Description (CD)

[Pull this information from the Course Description in your school's course catalog.]

Course Objectives (CO) (QM Standard 2.1)

What are the overall learning goals for this course? What will the students be able to do at the end of this course?

Upon completion of this course, learners will be able to...

1. *[insert the course objectives you've come up with or, if your school or university provides you with the required course objectives, use those.]*
2. ...
3. ...
4. ...
5. ...

COURSE MAP

Module, Unit or Chapter Title	Module Learning Objectives (Bloom) (CO Alignment) <i>(QM Standard 2.2)</i>	Instructional/Learning Materials <i>(QM Standard 4.1)</i>	Course Technology & Tools <i>(QM Standard 6.1)</i>	Course Learning Activities (In-Class/Homework) <i>(QM Standard 5.1)</i>	Assessment Activities <i>(QM Standard 3.1)</i>
M1:	<p><i>What will students be able to do when they complete this module, unit or chapter? Which Course Objective(CO) does each Learning Objective (LO) align with or point back to?</i></p> <p>1.1 ... (CO2) 1.2 ... (CO2) 1.3 ... (CO1-CO4)</p>	<p><i>What instructional materials will be used? Textbooks, videos, journal articles, simulations, etc.? How do they contribute to the achievement of learning objectives?</i></p> <ul style="list-style-type: none"> ● Textbook: Charello, M. (2020). <i>Essentials of Social Media Marketing</i>. (2024 ed.). Stukent Publishing. (Chapter X) ● Journal Article: ● Web Page: ● Video: ● Etc. 	<p><i>What technology will students use during the learning process? How will the technology and tools help them achieve their learning objectives? Examples include Google Docs, Zoom Video Conferencing, Simulations, etc.</i></p>	<p><i>How will students engage in active learning to meet the objective? How do learning activities promote achievement through interaction with the course content and learning community? Will there be discussion forums, group projects, writing assignments, simulations, etc.? Align each Activity to a Module Learning Objective.</i></p>	<p><i>How will you measure to determine learning and the achievement of each learning objective? Will there be quizzes, tests, writing assignments using a rubric, etc.? Are you actually measuring what you need to measure? Align each Activity to a Module Learning Objective.</i></p>
M2:					
M3: ...					