

ALFA Course proposal information needed to complete the form:

Instructor(s)/Facilitator(s) Information

- First Name, Email, Phone Number, Address, Bio, Honorarium Preferences (Receive or Waive)

Course Information

- Course Title
- Course Description
- Course Outline **NEW** - A brief topical outline for each day. For example:
Introduction to Digital Marketing
 - *Day 1: Introduction to Digital Marketing and Strategy*
 - *Day 2: Content Marketing & SEO Basics*
 - *Day 3: Social Media Marketing*
 - *Day 4: Email Marketing & Analytics*
 - *Day 5: Integrating Digital Marketing Channels & Final Project*
- Method of delivery (Lecture, Discussion, Demonstration, etc)
- Course Format (Online, In-Person, Either, Hybrid)
- Materials (Required, Recommended, Additional Materials Fee)
- Room and Equipment needs

Scheduling

- Session Format **NEW**
 - 5 Weeks | 1.5 hours each week
 - 8 Weeks | 1 hour each week
 - 10 Weeks | 1.5 hours each week
- Availability
- 2-5 preferred scheduling options

5-Part Series and Salon Courses:

In addition to the above information for the course and the Facilitator, we will need the following information to be submitted WITH your proposal (not after):

- **Guest Lecturer Information**
 - Name
 - email
 - phone number
 - title/area of expertise
 - 1-2 sentences about them

***Please also note that 5-Part Series and Salon has their own proposal form now that includes both Fall and Spring Proposal Options.*