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Target Groups (add or delete as needed)	Target Group #1	Target Group #2
<i>Who will benefit most you're your MOOC? Describe the main characteristics, interests, professional personal interests of each group you think will be interested in your MOOC.</i>		
How many learners are you aiming to recruit in each group?		
Messages What can you say to each target group, to convince them your MOOC is relevant to them		
Communications channels List the ways you can connect with this group –e.g. Can you meet groups face-to-face? Can you present your MOOC at a conference/event? Which networks do you have access to; which social media platforms can you use – Facebook, LinkedIn etc.? Can you promote your MOOC on radio, TV etc.?		
How many people do you think you can target through the channels identified above?		