

Corporate and Continuing Education Course Description Guidelines



Course descriptions for CCE have a twofold purpose: to inform and to market the class. To accomplish this, the description must highlight the benefits (learner outcomes) for the customer (prospective student).

Many descriptions for online courses in the Fall 2007 CCE schedule provide great examples to use as models. Check the online course descriptions for Teaching Professionals (p.18), Small Business Development (p.10) and Communications (p. 6) to give you format and style ideas as you develop your course descriptions.

These guidelines from College Relations & Marketing will help you write descriptions that inform and sell:

1 Lead with the payoffs – what students will gain in terms of new knowledge or skills that they can apply.

Examples:

- *Turn your business ideas into a solid plan for financing and long-term success.*
- *Convert manuscripts into income by producing and selling books like the pros.*
- *Learn the essential skills you need to survive in a remote or stranded condition.*

2 Write in short, compelling sentences.

Examples:

- *Do you love animals? Have you ever thought about a career as a veterinary assistant?*
- *Learn the secret to converting a potential customer into a long-term asset.*
- *Explore advanced fiction writing techniques with a published novelist.*

3 Prefer the active voice, in which the subject of the sentence is the doer of the action. This conveys more power than the duller, passive voice.

Examples:

- *A learning specialist shows you how to raise a successful reader and writer.*
- *Your contracting business can gain a powerful and permanent advantage over the competition by practicing expert management.*
- *A working cast director teaches you powerfully effective strategies to market yourself locally for film and television work.*

continued

4 Use vivid descriptors to help the reader visualize the benefits.

Examples:

- *Slash expenses and improve efficiency by learning how to share printers, Internet connections, drives and documents with Windows XP Professional Edition.*
- *Ferret out fat in recipes, and discover how to reduce fat without sacrificing flavor or texture.*
- *This powerful course teaches six easy recipes you can use to glue Spanish words together into sentences.*

5 Prefer the direct address, second-person point of view to engage the reader rather than the more distant third-person narrative. Vary the style to avoid being dull or repetitive.

Examples:

- *Stock market got you down? Want to invest in real estate but have no money and no idea where to start?*
- *Enjoy your children more while paving the way for their future academic success.*
- *If you've dreamed of using your medical background as the basis for a new and lucrative career, consider legal nurse consulting.*

6 Limit the total description to no more than 60 words. Aim for up to four sentences, with no single sentence more than 20 words.

Examples:

- *This fun, introductory course will teach you to write or identify copy that achieves business and marketing goals. Improve your work, your knowledge, your company's image and your chances of getting hired, promoted or applauded!*
- *Good grant writing consultants are always in demand. Learn how you can become an expert in the red-hot grant consulting field. Your creative writing skills can touch thousands of people and literally make a difference in their quality of life.*
- *So you have that entrepreneurial spirit to work from home, but you still have a lot of questions. In this course you will learn how to identify and develop a home-based business. Learn start-up costs, financing, zoning, insurance and marketing, as well as the role of the Internet in your home-based business.*

SUBSECTION NAME

Example of a 60-Word Paragraph *New!*

BEO 0341 \$48.00

Agricolae agnascor cathedras, et verecundus concubine libere corrumperet umbraculi, etiam quinquennalis catelli conubium santet chirographi, quamquam saetosus cathedras corrumperet bellus umbraculi, ut matrimonii spinosus fermentet Octavius. Suis imputat Medusa. Aquae Sulis celeriter circumgrediet pessimus parsimonia chirographi, et agricolae lucide insectat incredibiliter pretosius chirographi. Umbraculi conubium santet cathedras. Optimus perspicax syrtes fermentet apparatus bellis. Zothecas agnascor umbraculi. Pompeii praemuniet Aquae Sulis. (12 hours)

REF#	DAY	DATE	TIME	LOCATION
108152	W	9/12-10/3	6:00p-9:00p	LW

Example of a 50-Word Paragraph

BEO 0342 \$48.00

Aegre lascivius quadrupai. Augustus amputat ossifragi, ut rures comiter agnascor incredibiliter parsimonia quadrupai, quod lascivius syrtes miscere saetosus cathedras, utcunque oratori insectat optimus adfabilis ossifragi, ut pretosius suis plane neglegenter corrumperet adlaudabilis cathedras, quamquam chirographi satis libere senesceret Aquae Sulis. Adfabilis catelli iocari syrtes, et Pompeii deciperet perspicax zothecas. Matrimonii. (12 hours)

REF#	DAY	DATE	TIME	LOCATION
108153	W	10/17-11/7	6:00p-9:00p	LW

Example of a 40-Word Paragraph

BEO 0343 \$48.00

Verecunde vocificat oratori, semper optimus quinquennalis zothecas insectat parsimonia concubine, et umbraculi comiter senesceret quinquennalis fiducias, etiam satis tremulus chirographi verecunde circumgrediet oratori, utcunque apparatus bellis aegre fortiter agnascor Octavius, semper catelli corrumperet pessimus fragilis matrimonii, quamquam vix gulosus Catelli. (12 hours)

REF#	DAY	DATE	TIME	LOCATION
108154	W	11/14-12/12	6:00p-9:00p	LW

Example of a 30-Word Paragraph

AKO 0100 \$80.00

Cathedras senesceret tremulus quadrupai, syrtes imputat utilitas catelli, etiam oratori suffragarit fiducias. Plane quinquennalis quadrupai deciperet Augustus. Medusa libere agnascor ossifragi, et incredibiliter verecundus cathedras praemuniet matrimonii, semper cathedras corrumperet. (20 hours)

REF#	DAY	DATE	TIME	LOCATION
107859	M W	9/10-10/3	6:00p-8:30p	LW
107860	M W	10/8-10/31	6:00p-8:30p	PBG

Sample of printed
CCE schedule

← 60 words

← 50 words

← 40 words

← 30 words