



Guidelines for Instructing a Master Course

This guide will inform you of e-Learning's guidelines for instructing a Master Course online. A "Master Course" is a pre-built course, complete with content, activities, requirements, and assessments. e-Learning utilizes the Master Course format to achieve the following objectives:

- Ensure alignment between course objectives and course content,
- Ensure appropriate assessment and evaluation of student performance relative to course objectives,
- Provide consistency across multiple sections of a course,
- Provide high-quality, vetted & approved content to all students.
- Provide regular and supervised interactivity.

How will I know if I am instructing a Master Course?

Identifying a master course is a very easy process. When you look at the name of your course, it will read:

Principles of Marketing DL1 (MC-Last Name)

If your course does not have the parenthetical notation: "(MC-Last Name)" then it is not a Master Course.

What does instructing a Master Course mean for me?

Instructing a Master Course is exactly the same as instructing any other course online. The only difference is that, the content, requirements, and assessments have been professionally developed for you. Your first order of business will be to review the course and familiarize yourself with all of the requirements. You may want to begin your preparations by following the checklist found at the end of this document.

What can I do with the Master Course?



Within the Master Course itself, you may do a number of things to add your own flavor or panache. You may add any type of content or requirement that you wish. You may add YouTube, web links, Web 2.0, or other multimedia content. You may add literature, articles, or other types of ancillary readings. You may (in fact you must) customize the syllabus with your own information. You may communicate with students freely, grade their work as you see fit, support their learning with any and all means at your disposal. At times you may notice placeholders within a Master Course that seem to be empty. An example might be a discussion board topic that has a note to the instructor such as this:

“Dear Instructor, please insert a current-event type article or discussion topic that correlates to this week’s chapter and lecture content. Please choose something from the media within the last 6 months.”

These types of placeholders are intended to enable you to bring current events into the classroom. Remember, you may add more of these types of requirements to the existing content at any time.

What am I prohibited from doing?

The process utilized during Master Course development is geared towards ensuring that each and every one of the course components is developed for a specific purpose. As such, you are prohibited from **deleting any of the original Master Course**. You may not delete or change content, activities, requirements, or assessments. You may not delete or change exams, tests, quizzes, projects, papers or other assessable requirements. You may not delete or change discussion topics or specific questions. In essence you are prohibited from altering any of the original Master Course content. To do so would violate the faith and credibility that OCC has placed on the quality of the content and it’s correlation to course objectives.



Preparation Checklist

Instructing a Master Course

- ✓ Review each course component and familiarize yourself with the layout.
- ✓ Update the syllabus to include your contact information.
- ✓ Ensure the gradebook is set up appropriately.
- ✓ Provide your biography or other “welcome” message in accordance with the course structure.
- ✓ Update any “placeholder” items within the course.
- ✓ Add any content you wish to existing course content.
- ✓ Email your students with information about important dates, specific course-related issues, and what is due in the first week.

