

CENGAGE LEARNING

ONLINE & HYBRID COURSE DEVELOPMENT PROGRAM



Cengage Learning has been successful in helping institutions achieve program goals or accreditation requirements by building and growing their hybrid and online programs through customized course creation, curriculum design, and faculty training and development. The Cengage full-time team of Professional Educators, Project Managers and Instructional Designers coupled with our nationally recognized team of authors creates an unparalleled resource of highly qualified subject-matter-experts in all discipline and program areas.

Our Online and Hybrid Course Development Program provides your institution access to:

Regional/Discipline Market Research

Our feasibility studies address enrollment trends, market-share, and institutional competitor profiles for your environment.

Curriculum and Program Development

Cengage Learning believes effective learning is *outcome-oriented* and *learner-centered*. We deliver content for all learning styles via text, audio, video, multimedia, and interactivity as needed.

TeamUP Professional Development Portal

The TeamUP Portal provides you with access to a series of professional development modules, each containing interactive content designed to assist instructors with developing and delivering online or hybrid courses.

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Additional Online and Hybrid Course Development Resources

Gale

Gale, part of Cengage Learning, is a world leader in e-research and educational publishing for libraries, schools and businesses. Gale publishes learning resources in a variety of formats including web portals, digital archives, print and eBooks.

Customized Market Research

Cengage Learning can help you make sound product development decisions that will achieve the desired return. We can conduct surveys on your behalf and provide efficacy studies about instructional technologies for your intended audience.

Enhanced Curriculum and Program Development

► Enhanced Hybrid Program Development

Along with a detailed syllabus and effective lesson plans, Cengage can also build your online course, complete with a day-by-day plan for classroom, online tools, and homework assignments.

► Enhanced Online Course

Cengage Learning can build the instructional design for your course, select the outcomes, and build the course materials. We are with you every step of the way, from building your course to hosting online delivery.

Development of Media Assets and Assessment Tools

Cengage can create unique media assets and assessment tools aligned with your course objectives or learning objectives (including lecture notes, PowerPoint slides, test bank, instructor's manual, and/or other necessary course materials).

Customized Faculty Development*

Our experienced Professional Educators can facilitate a three-part workshop series for your faculty — delivered online or on-campus — to address the following topics:

- Getting Started with Online or Hybrid Courses
- Online Facilitation Techniques
- Helping your learners' succeed online

Our experienced Professional Educators can also facilitate additional workshops that are custom designed for your needs.

* Cengage Learning has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET). As an Authorized Provider, our faculty development offerings can include Continuing Education Units.