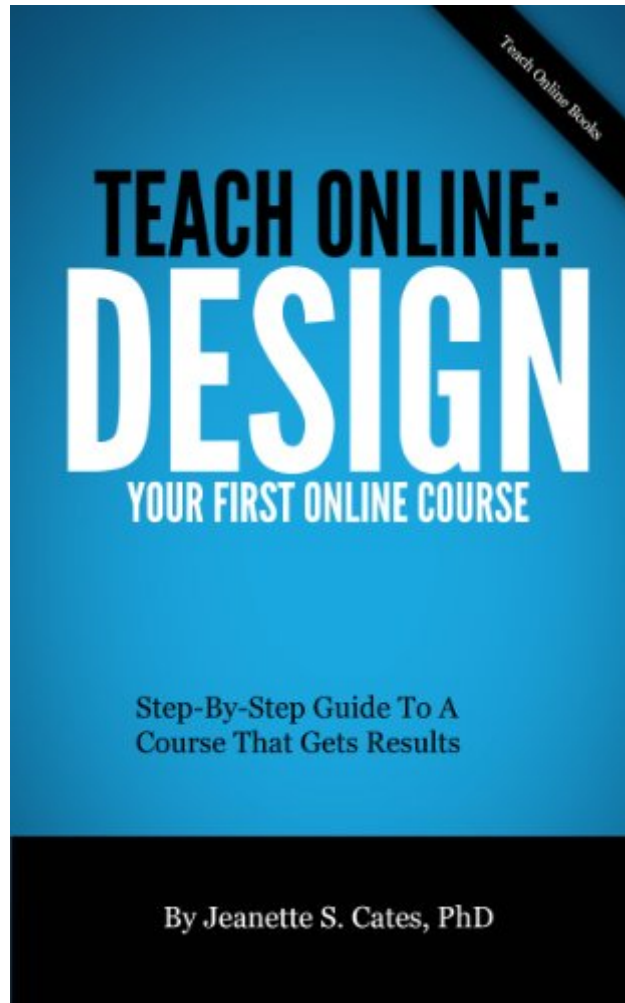


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# Teach Online: Design Your First Online Course



## Synopsis

Teach Online: Design Your First Online Course is a step-by-step guide for anyone who would like to teach a course online in a non-credit environment. It assumes that you have a topic in mind, but don't have experience in how to structure that content for an online course. Using a simple example of baking a cake, you are immediately reassured that you already know the basics. Now it's just a matter of applying your new-found skills to your topic. Following the easy-to-use directions, you'll walk through a series of short exercises that will guide you to:- Describe the ideal audience for your course so that you understand the students you will teach and what they want to know- Look at the existing competition for ideas and topics to include in your online course- Gather the tools you need to complete your course design- Outline and sequence your content into a working document you will be able to use for course development- Avoid the pitfalls that often sabotage a course before it ever starts! With your finished course design in hand, you will be ready to follow the next steps to teach online!

## Book Information

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## Customer Reviews

I've been teaching online since it first came to the college I work at, in 2000. So I have a lot of hands

on experience teaching business communications and linguistics courses. Like most educators, I was looking for a book with something else, with ideas and suggestions I hadn't thought of. This is not that book. The book is meant for people new not only to teaching in general but to teaching online in particular. It's for those folks who, for business or workplace reasons, want to create a non-credit course. If you're looking for suggestions for the very beginner, you'll find them here. Her sections are enthusiastic and well-written. Her discussion on standard course structure was perfect, and the explanation of scope was clever and spot on. But nowhere will you find anything specific. There is no discussion of best practices or time-lining a course. All courses have to start and end at some point, whether for 6 weeks, 10 weeks, or 2 days. Info on audience analysis is general to the point of not being useful. As an experienced educator, the author knows how to identify her audience and its needs. But how does a non-educator or a corporate trainer do this? Choose a platform, the book advises, yet what that means in practical terms is left out. There's no model, no checklist, no illustration except for one. The author is no doubt an expert in this field of non-credit Ed or training courses. She writes extremely well and has organized the book into manageable chunks. But this book won't help any of us in the trenches trying to develop quality courses.

When it comes to teaching you a new skill or refreshing an old one, Jeanette is definitely my go-to author of choice. In this book, her systematic way of designing a course is clear, concise and remarkably simple - if you follow her instructions. From Gathering Your Design Tools (section two) to avoiding Scoop Creep (section ten), this book will help you create and design a sound course. My favorite sections were number two - Analyze Your Students and section number ten, Scoop Creep. Analyze Your Students showcases the importance of knowing who your student is and why they will need to take your online course. Creating a profile of the student you are writing your program for prevents you from falling into Scoop Creep, a course designers largest flaw. Scoop Creep finally puts a title to the syndrome of giving too much information in one course. Falling into the scoop creep syndrome creates implementation paralysis and overwhelm, both of which will prevent your course from coming to fruition. Her suggestion about using Word Pad (in section two) for writing your course and why is worth it's weight in gold. You have waited long enough to design your online course. It's time to get those thoughts and words out of your head and into your online course. This book gives you a solid foundation on which to design, build and write your online course.

I, too, expected more. I know how to write a lesson plan but ordered the book because of my

expectation that there would be specific information on how to actually get the finished product online. What programs to use, how to set up payment for services, etc. That may be common knowledge to many people, but I am not one of them. Perhaps I misread the initial promotion, but I was pretty sure there was some indication that these topics would be covered.

Although this ebook is only \$3, it really doesn't contain much information. I wish the author had included more resources, examples, images, and comparisons of various e-course hosting platforms. The information presented encourages one to think about outlining an e-course but it's not very inspiring. Sorry...just hoped for more insight to this fast-growing market.

Dr. Jeanette Cates is the queen of online courses and an exceptional educator. I have taken many of her online courses and find each one to be info-packed, yet easily digestible. Jeanette has been a guest faculty member, several times, for our annual online conference, and attendees have listed her workshops as all time favorites. Jeanette's content is delivered in a simple, step-by-step, easy to digest, format. Her new book, *Teach Online: Design Your First Online Course*, is no different. This delightful, well-written, entertaining guide, walks the reader through the steps for creating effective online courses. Teaching your content via online courses will allow you help more people, connect with your target audience, and grow your streams of income. There are people who are hungry for your area of expertise. Get Jeanette's book today, read it, digest it, and then develop a recipe for success for your audience. Here's to your success in developing effective and empowering online courses! D'vorah Lansky, M.Ed., Author of *21 Ways to Launch a Successful Virtual Book Tour*

This book is very clearly written, very well organized, and provided me with what I needed to know to design my first online course. I was feeling overwhelmed with all the information I've read online and in other places about how to proceed with designing my first online course, and I feel like this book summed up what I needed to know in one place, as well as adding a bunch of ideas I had not seen yet. I can use this book as my primary how-to manual and really get started. Jeanette Cates provides valuable resources as well as information. It is also obvious that she is experienced and so the quality of the information is great. I appreciate having this book to guide me through the process. There are other books in this series, and the "Develop" book as well as the "Deliver" book are also worth reading. (There is an additional one coming out in the future on "Promotion"). This is a good author who provides helpful, practical how to info.

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