

Course Outline Template

<p>Course Title Give your course a preliminary title based. You can always rework the title later on!</p>	
<p>Course Learning Goals What will your target students be able to do by the end of the course?</p>	

Toppa Course Structure

There are 3 key components to designing a well-structured course:

1. Introduction Section (first section of the course) includes:

- a. 1 Introduction lecture that is no more than 3 minutes (This is your most important lecture!) - Overview of learner outcomes.
- b. 1 instructional lectures (How to get the most from your course and how to implement the exercises for maximum impact).

2. Instructional Sections (Ideally 7 lectures) including:

- a. 1 specific, measurable learning outcome per section.
- b. An introduction of the lecture topic and learning outcome to students.

c. Ideally each lecture will be a maximum of 5 minutes long (Between 3 - 5 minutes).

d. At least 1 practical exercise which gives students the opportunity to practice the skill/learning outcome of the section.

e. Reference materials (visual aids, pdf notes, additional links, etc.), if necessary. These can be screencasted during your lectures.

3. Course wrap up and conclusion:

f. A conclusion summarising what students have learned in the section.

Note - Remember each lecture should cover 1 concept and be between 3 - 5 minutes long (all Toppa content is micro-learning and should never be more than 5 minutes).

Outline Template

The following template is a guide and tool that you can personalize and make your own so that you can create and publish the course that you want to share with your students. As a starting point, each column header will help you design a course that brings together **what** you want to teach, **how** you want to teach it, and the **resources** required to successfully teach students.

Example #1

Section Name	Lecture Title	Lecture Type Talking head, screencast, Q&A etc	Description (what are the key points being covered, how will students engage in learning)	Resources (PDF, slides, graphs, visuals on screen, quiz, etc)	Timing (total time for this lecture / learning activity)
Introductory Section					
Welcome!	Introduction	Talking Head	About the instructor - What is this course about? - Who is this course for? - What will I learn? - How do the modules work? - How do I use the exercise files?	Examples of Notepad graphics and some screenshots of the course content	3 minutes
Instructional Section					
Instructional lectures	Introduction (What is branding)	Talking Head	- What do we mean by branding? - What does a brand do? - What makes up a brand? - How do we build brands?	n/a	3 - 5 minutes
	Understanding your customer	Talking head/Slides	- Identifying your customers - Understanding their pains - Getting customer insight	Exercise files: Example interview questions, Customer persona template, Value Proposition Canvas (Half)	5 minutes
	Crafting your brand strategy	Talking Head/Visuals	- Finding your purpose & vision - Defining market positioning, USP & brand architecture - Developing your brand promise: - The Value Proposition - Defining your brand proof points, wheel, & vision	Exercise files: Purpose circles, Branding sweet spot, Reduce – Raise – Create – Eliminate, VPC, Vision exercise	5 minutes
	Finding your brand name & tagline	Talking Head	- Finding your brand name - Protecting your name - Finding your tagline or brand essence	PDF of outline template	5 minutes
	Defining your tone of voice	Talking Head/Visuals	- Finding your brand personality (Brand scale) - Developing your brand persona - Defining tone of voice pillars - Developing your do's and don't's - Putting it into practice	Exercise files: Brand personality scale, brand persona questions, TOV example box, statements to rewrite.	5 minutes

Example #1 (continued)

Section Name	Lecture Title	Lecture Type Talking head, screencast, Q&A etc	Description (what are the key points being covered, how will students engage in learning)	Resources (PDF, slides, graphs, visuals on screen, quiz, etc)	Timing (total time for this lecture / learning activity)
Instructional Section					
	Crafting your story and bringing it to life	Talking Head/Visuals	<ul style="list-style-type: none"> - Articulating your vision, mission & values - Bringing your story to life - Make it authentic - How to live your story 	Exercise files: Golden circle	5 minutes
	Creating your brand identity	Talking Head/Visuals	<ul style="list-style-type: none"> - Finding inspiration and creating a brief - Start with the basics: Logo, fonts and colour palette - Testing multiple concepts - Bringing it all together 	Exercise files: Questions about brand identity, brand wheel, rules to include.	5 minutes
	Managing your brand	Talking Head/Visuals	<ul style="list-style-type: none"> - Creating brand guidelines and using them - Internal brand culture (Values) - Brand guardianship - Scaling and diversifying 	Exercise files: What to include in guidelines, brand architecture models	5 minutes
	Launching your brand	Talking Head/Visuals	<ul style="list-style-type: none"> - Defining brand launch objectives - Finding the right channels - Building a consistent story - Measuring success & valuing your brand 	n/a	5 minutes
Instructional Section					
Conclusion	What's next?	Talking Head	I will summarize the learnings from the course and answer the following student questions: "What do I do now that I have this skill?" "What are my next steps? What other resources can I seek out?"	n/a	3 minutes