



## Alison Course Structure Template

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## **Introduction**

### **Table 1: Publisher Information**

Fill in information about Publisher so that Alison can set up a publisher profile.

### **Table 2: Course Title, Course Description and Course Learning Outcomes**

Fill in the course title, course description, course-level learning outcomes, and course-level meta-data.

### **Table 3: List of Modules and Topics in the course**

Fill in the module titles, topic titles, topic-level meta-data.

### **Table 4: Template for the text content**

Table 4 shows the template for the text content, course assets and graphics/videos to appear on each Page.

Typical Certificate course on Alison is 2-3 hours study duration plus an end of course assessment.

A Certificate course can consist of three Modules of learning content and one Module for the assessment.

Module of Learning Content – Consists of five Topics as follows:

Topic 1 – Module Learning Outcomes are a short list of what the student will be able to do having studied the Module. They also indicate what the student will be assessed on. We will guide you on how to write the learning outcomes.



Topics 2-4 – Learning content – Each Topic contains 15-20 pages of learning content. Each page is approximately 1 minute of learning. Each Topic is 15-20 minutes of learning. Each Module is 45-60 minutes of learning.

Number of words per page – This can vary greatly depending on whether assets such as Tabs are included on the page. Contact the Alison Publishing Team for more details.

Topic 5 – Lesson Summary. This topic summarizes the main points of the module, typically in five pages or less.

Assessment Module – An end of course assessment contains a minimum of 30 questions. They are generally a combination of different question types such as: True/False, Multiple choice, Multiple response, Matching Drag and Drop, Sequence, Hotspot, Numeric, Fill in the Blank



Add information to Table 1 below about Publisher so that Alison can set up a publisher profile.

**Table 1: Publisher Information**

<b>Publisher Name (Maximum 90 Characters)</b>	
<b>Publisher Services (Maximum 400 Characters)</b>	
<b>Publisher Expertise (Maximum 400 Characters)</b>	
<b>Publisher Background (Maximum 400 Characters)</b>	
<b>Publisher Logo</b>	Send a publisher logo or image to Alison.
<b>Meta Title for SEO (Maximum 60 Characters)</b>	
<b>Meta Description for SEO (Maximum 160 Characters)</b>	
<b>Keywords for SEO (Minimum 3; Maximum 5)</b>	



Add course title, course description, course-level learning outcomes, and course-level meta-data to Table 2 below

**Table 2: Course Title, Course Description, Course Learning Outcomes, and Course-level Meta-data**

<b>Course Title (Maximum 90 Characters)</b>	
<b>Course Description (Maximum 2000 Characters)</b>	
<b>Course Learning Outcomes (Maximum 800 Characters)</b>	
<b>Meta Title for SEO (Maximum 60 Characters)</b>	
<b>Meta Description for SEO (Maximum 160 Characters)</b>	
<b>Keywords for SEO (Minimum 3; Maximum 5)</b>	



Add module titles, topic titles, and topic-level meta-data to Table 3 below

**Table 3: Modules, Topics and Topic-level Meta-data in the course.**

	TITLE
<b>Module 1 Title (Maximum 300 characters)</b>	
<b>Module 1 description (Maximum 500 characters)</b>	
<b>Topic 1 Title – Module Learning Outcomes (Maximum 300 characters)</b>	<i>(in the form of 'Module Name - Learning Outcomes')</i>
<b>Topic 1 – Topic description (Maximum 500 characters)</b>	
<b>Topic 1 – Meta Title for SEO (Maximum 60 Characters)</b>	
<b>Topic 1 – Meta Description for SEO (Maximum 160 Characters)</b>	
<b>Topic 1 – Keywords for SEO (Minimum 3; Maximum 5)</b>	
<b>Topic 2 – Title (Maximum 300 characters)</b>	
<b>Topic 2 – Topic description (Maximum 500 characters)</b>	
<b>Topic 2 – Meta Title for SEO (Maximum 60 Characters)</b>	
<b>Topic 2 – Meta Description for SEO (Maximum 160 Characters)</b>	
<b>Topic 2 – Keywords for SEO (Minimum 3; Maximum 5)</b>	

<b>Topic 3 – Title (Maximum 300 characters)</b>	
<b>Topic 3 – Topic description (Maximum 500 characters)</b>	
<b>Topic 3 – Meta Title for SEO (Maximum 60 Characters)</b>	
<b>Topic 3 – Meta Description for SEO (Maximum 160 Characters)</b>	
<b>Topic 3 – Keywords for SEO (Minimum 3; Maximum 5)</b>	
<b>Topic 4 – Title (Maximum 300 characters)</b>	
<b>Topic 4 – Topic description (Maximum 500 characters)</b>	
<b>Topic 4 – Meta Title for SEO (Maximum 60 Characters)</b>	
<b>Topic 4 – Meta Description for SEO (Maximum 160 Characters)</b>	
<b>Topic 4 – Keywords for SEO (Minimum 3; Maximum 5)</b>	
<b>Topic 5 – Lesson Summary (Maximum 300 characters)</b>	<i>(in the form of 'Module Name - Lesson Summary')</i>
<b>Topic 5 – Topic description (Maximum 500 characters)</b>	
<b>Topic 5 – Meta Title for SEO (Maximum 60 Characters)</b>	
<b>Topic 5 – Meta Description for SEO (Maximum 160 Characters)</b>	



<b>Topic 5 – Keywords for SEO (Minimum 3; Maximum 5)</b>	
<b>Module 2 Title (Maximum 300 characters)</b>	
<b>Module 2 description (Maximum 500 characters)</b>	
<b>Topic 1 Title – Module Learning Outcomes (Maximum 300 characters)</b>	<i>(in the form of Module name - Learning Outcomes)</i>
<b>Topic 1 – Topic description (Maximum 500 characters)</b>	
<b>Topic 1 – Meta Title for SEO (Maximum 60 Characters)</b>	
<b>Topic 1 – Meta Description for SEO (Maximum 160 Characters)</b>	
<b>Topic 1 – Keywords for SEO (Minimum 3; Maximum 5)</b>	
<b>Topic 2 – Title (Maximum 300 characters)</b>	
<b>Topic 2 – Topic description (Maximum 500 characters)</b>	
<b>Topic 2 – Meta Title for SEO (Maximum 60 Characters)</b>	
<b>Topic 2 – Meta Description for SEO (Maximum 160 Characters)</b>	
<b>Topic 2 – Keywords for SEO (Minimum 3; Maximum 5)</b>	





<b>Topic 3 – Title (Maximum 300 characters)</b>	
<b>Topic 3 – Topic description (Maximum 500 characters)</b>	
<b>Topic 3 – Meta Title for SEO (Maximum 60 Characters)</b>	
<b>Topic 3 – Meta Description for SEO (Maximum 160 Characters)</b>	
<b>Topic 3 – Keywords for SEO (Minimum 3; Maximum 5)</b>	
<b>Topic 4 – Title (Maximum 300 characters)</b>	
<b>Topic 4 – Topic description (Maximum 500 characters)</b>	
<b>Topic 4 – Meta Title for SEO (Maximum 60 Characters)</b>	
<b>Topic 4 – Meta Description for SEO (Maximum 160 Characters)</b>	
<b>Topic 4 – Keywords for SEO (Minimum 3; Maximum 5)</b>	
<b>Topic 5 – Lesson Summary (Maximum 300 characters)</b>	<i>(in the form of 'Module Name - Lesson Summary')</i>
<b>Topic 5 – Topic description (Maximum 500 characters)</b>	
<b>Topic 5 – Meta Title for SEO (Maximum 60 Characters)</b>	
<b>Topic 5 – Meta Description for SEO (Maximum 160 Characters)</b>	



<b>Topic 5 – Keywords for SEO (Minimum 3; Maximum 5)</b>	
<b>Module 3 Title (Maximum 300 characters)</b>	
<b>Module 3 description (Maximum 500 characters)</b>	
<b>Topic 1 Title – Module Learning Outcomes (Maximum 300 characters)</b>	<i>(in the form of 'Module Name - Learning Outcomes')</i>
<b>Topic 1 – Topic description (Maximum 500 characters)</b>	
<b>Topic 1 – Meta Title for SEO (Maximum 60 Characters)</b>	
<b>Topic 1 – Meta Description for SEO (Maximum 160 Characters)</b>	
<b>Topic 1 – Keywords for SEO (Minimum 3; Maximum 5)</b>	
<b>Topic 2 – Title (Maximum 300 characters)</b>	
<b>Topic 2 – Topic description (Maximum 500 characters)</b>	
<b>Topic 2 – Meta Title for SEO (Maximum 60 Characters)</b>	
<b>Topic 2 – Meta Description for SEO (Maximum 160 Characters)</b>	
<b>Topic 2 – Keywords for SEO (Minimum 3; Maximum 5)</b>	

<b>Topic 3 – Title (Maximum 300 characters)</b>	
<b>Topic 3 – Topic description (Maximum 500 characters)</b>	
<b>Topic 3 – Meta Title for SEO (Maximum 60 Characters)</b>	
<b>Topic 3 – Meta Description for SEO (Maximum 160 Characters)</b>	
<b>Topic 3 – Keywords for SEO (Minimum 3; Maximum 5)</b>	
<b>Topic 4 – Title (Maximum 300 characters)</b>	
<b>Topic 4 – Topic description (Maximum 500 characters)</b>	
<b>Topic 4 – Meta Title for SEO (Maximum 60 Characters)</b>	
<b>Topic 4 – Meta Description for SEO (Maximum 160 Characters)</b>	
<b>Topic 4 – Keywords for SEO (Minimum 3; Maximum 5)</b>	
<b>Topic 5 – Lesson Summary (Maximum 300 characters)</b>	<i>(in the form of 'Module Name - Lesson Summary')</i>
<b>Topic 5 – Topic description (Maximum 500 characters)</b>	
<b>Topic 5 – Meta Title for SEO (Maximum 60 Characters)</b>	
<b>Topic 5 – Meta Description for SEO (Maximum 160 Characters)</b>	



<b>Topic 5 – Keywords for SEO (Minimum 3; Maximum 5)</b>	
<b>Module 4 Course Assessment Title (Maximum 300 characters)</b>	
<b>Assessment Description (Maximum 500 characters)</b>	
<b>Assessment Learning Outcomes (Maximum 500 characters)</b>	



Add course content to Table 4 below

**Table 4: Template for the text content**

<b>Module 1 Title</b>			
	<b>Text</b>		
<b>Topic 1 Title</b>			
<b>Topic 1 Module Learning Outcomes</b>			
<b>Page 1</b>			
<b>Topic 2 Title</b>			
	<b>Text – Broken into individual paragraphs for each Page</b>	<b>Text to be included in asset (e.g. Tabs)</b>	<b>Details of Graphics/Video/Audio etc. on Page</b>
<b>Page 1</b>			
<b>Page 2</b>			
<b>Page 3</b>			
<b>Page 4</b>			
<b>Page 5</b>			
<b>Page 6</b>			
<b>Page 7</b>			
<b>Page 8</b>			
<b>Page 9</b>			



<b>Page 10</b>			
<b>Page 11</b>			
<b>Page 12</b>			
<b>Page 13</b>			
<b>Page 14</b>			
<b>Page 15</b>			
<b>Page 16</b>			
<b>Page 17</b>			
<b>Page 18</b>			
<b>Page 19</b>			
<b>Page 20</b>			
<b>Add additional Pages if needed</b>			
<b>Topic 3 Title</b>			
	<b>Text – Broken into individual paragraphs for each Page</b>	<b>Text to be included in asset (e.g. Tabs)</b>	<b>Details of Graphics/Video/Audio etc. on Page</b>



<b>Page 1</b>			
<b>Page 2</b>			
<b>Page 3</b>			
<b>Page 4</b>			
<b>Page 5</b>			
<b>Page 6</b>			
<b>Page 7</b>			
<b>Page 8</b>			
<b>Page 9</b>			
<b>Page 10</b>			
<b>Page 11</b>			
<b>Page 12</b>			
<b>Page 13</b>			
<b>Page 14</b>			
<b>Page 15</b>			
<b>Page 16</b>			



<b>Page 17</b>			
<b>Page 18</b>			
<b>Page 19</b>			
<b>Page 20</b>			
<b>Add additional Pages if needed</b>			
<b>Topic 4 Title</b>			
	<b>Text – Broken into individual paragraphs for each Page</b>	<b>Text to be included in asset (e.g. Tabs)</b>	<b>Details of Graphics/Video/Audio etc. on Page</b>
<b>Page 1</b>			
<b>Page 2</b>			
<b>Page 3</b>			
<b>Page 4</b>			
<b>Page 5</b>			
<b>Page 6</b>			
<b>Page 7</b>			





<b>Page 8</b>			
<b>Page 9</b>			
<b>Page 10</b>			
<b>Page 11</b>			
<b>Page 12</b>			
<b>Page 13</b>			
<b>Page 14</b>			
<b>Page 15</b>			
<b>Page 16</b>			
<b>Page 17</b>			
<b>Page 18</b>			
<b>Page 19</b>			
<b>Page 20</b>			
<b>Add additional Pages if needed</b>			
<b>Topic 5 Lesson Summary</b>			



<b>Page 1</b>			
<b>Page 2</b>			
<b>Page 3</b>			
<b>Page 4</b>			
<b>Page 5</b>			
<b>Module 2</b>			
<b>Same structure as for Module 1</b>			
<b>Module 3</b>			
<b>Same structure as for Module 1</b>			
<b>Module 4 - Assessment</b>			
Assessment is a combination of different question types such as: True/False, Multiple choice, Multiple response, Matching Drag and Drop, Sequence, Hotspot, Numeric, Fill in the Blank			
<b>Minimum 30 questions</b>			