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| **Unit/ Week** | **Topic** | **Instructional Materials****(Lessons)** | **Learning Activities****(Ungraded Practice Activities)** | **Assessments****(Graded)** | **Learning Outcome(s)** | **Learning Objectives** |
| *#* | *What topic?* | *What will students read, watch, listen to?* | *How will students check their learning? How can they practice? How will you differentiate what is meant for in-class, synchronous, and asynchronous students?* | *How will you evaluate that students have met the Course Learning Outcomes (CLOs?)* | *Which CLOs are covered / met?* | *Which learning objectives are covered / met?* |
| *#* | *Title of Unit, Module, or Topic* | *Read:* *Watch:* *Listen:*  | *Review:* *Complete:**Contribute:**Consider:* *Select:*  | *Discuss:* *Find:* *Post:* *Respond:* *Submit:*  | *Assignment/Quiz**Due Date:* *Value (%):*  | *By the end of this course, students will be able to…* | *By the end of this lesson, students will be able to…* |
| *Example* | *Unit 1: Introduction to Marketing* | *Read Chapters 1 – 3 [Textbook]* *Listen to “Marketing Today” [Podcast]**Watch “Data Analytics in Global Marketing” [YouTube Video]* | ***In-class/synchronous students:****Discuss global marketing issues [discussion]**Post your business idea [Padlet]* ***Asynchronous students:****Discuss global marketing issues [forum]**Post your business idea [Padlet]*  | *Complete Assignment 1 in Moodle**Due: January 20, 2020**Value: 10%* | *Analyze global marketing issues using credible data sets* | *Use proper marketing terms when discussing global marketing issues* |
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| Study Week |
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