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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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