

Guidelines for Course Descriptions

Course descriptions are a driving force behind the enrollment decisions our students make. Please keep this in mind when constructing each description, ensuring it is clear, concise, easy-to-read and conveys the how each course will benefit the student.

Course guidelines are as follows:

1. Course descriptions should be no more than 75 words unless necessary criteria exceeds the word cap
2. Begin each course description with an active verb
 - a. Examples: Explore, Examine, Gain, Learn, Develop
3. Ensure each description reflects how the reader would benefit from taking the course (i.e., consider the question, “What’s in it for them?”)
4. Omit self-evident content. Course descriptions should reflect specific topics each course will cover, such as:
 - a. In this course...
 - b. This instructor-led workshop...
 - c. This class provides an overview of...
 - d. Participants learn about...
 - e. At the end of this course...
5. Avoid using pronouns like “we” and “you” when writing courses descriptions and always write in the present tense
 - a. Example:
 - i. **OLD VERSION:** In this course, you will learn the fundamentals of human resources management.
 - ii. **NEW VERSION:** Learn the fundamentals of human resources management.
6. Refrain from posing questions or repeating the exact title of the course as the first sentence of any description

Example of Modified Course Description

Introduction to the Spa Industry, Services and Treatments

Explore the evolution of the spa industry from ancient civilizations to new frontiers of convergence integrating spas, medicine, healthcare, tourism, and hospitality. Study the industry from an international perspective, with emphasis on current business models and positioning for future trends. Understand the definition and market segmentation of spa categories including day, resort, medical, destination, hospital, and lifestyle management programs, and examine industry trends and employment opportunities.