

COURSE DESIGN & DELIVERY

THIRD CLASS

MODULE 5: Program Offerings

Learning Objectives:

- What are the benefits and challenges of in-person programs?
- What are the benefits and challenges of online programs?
- What are the benefits and challenges of offering both?
- What are realistic expectations for the program?

SECTION #1: Offering In-person Programs

1. Preferences
2. Benefits & Challenges
3. Operational Costs
4. Legal Considerations

SECTION #2: Offering Online Programs

1. Preferences
2. Virtual Programs
3. Virtual Benefits & Challenges
4. Operational Costs
5. Online Programs
6. Online Benefits & Challenges
7. Operational Costs
8. Legal Considerations

SECTION #3: Offering Both

1. Hybrid Model
2. Cohort Model
3. Online Connections
4. Realistic Expectations

MODULE 6: Program Pricing

Learning Objectives:

- How do you do a cost vs profit analysis?
- How do you price your classes when you are new?
- How do you price your new classes?
- Are you competitive with the market value for the class?

SECTION #1: Your Objective

1. Soft Introductions
2. New Concepts
3. Pilot Program
4. Academy or School
5. Being of Service

SECTION #2: Cost vs Profit

1. Investment Costs
2. Designer Cost
3. Program Cost
4. Student Cost
5. Analysis Total

SECTION #3: New Teacher/New Program

1. New Classes
2. New Programs
3. Titles
4. Class Size

SECTION #4: Market Value

HOMEWORK:

- Cost Vs Revenue Analysis Project
- Class Syllabus for your class