

# Course Build Quality Criteria

## *Course Building 'Must-Haves'*

**This document outlines essential course content requirements, as well as highlighting additional features that make a great course on FutureLearn.**

**These requirements are broken down into:**

- **Must have**
- **Should have**
- **Great to have**



# How we can help you

## Templates, touch points and support

### **Touch Points:**

Your learning designer is on hand to offer one round of feedback during your course design process. We recommend taking advantage of this before you get too far into your build to enable you to make any changes sooner rather than later

### **Course Templates:**

We have a number of course outline templates you can use, which set out the breakdown of activities and steps for you to add your content to.

Each template is for a four-week course, approximately 3-4 hours learning time per week and includes:

- Course boilerplate (week, activity and step titles)
- Guidance and suggestions within each step
- Preloaded placeholder media (images, audio, video)

## Must have:

- Clear presentation of text through correct use of markdown formatting (headings, subheading, bullet points, etc)

### What's happening this week

0 comments

This week is all about pitching with a purpose and doing so with your personal brand. The aim is to help you do this with more clarity, and to make your pitch, and your brand, more attractive, effective, and memorable.

This week, we'll also be answering the following questions:

- How can you increase the likelihood of opportunities arising to pitch and make connections?
- How can you use the online space to enhance and extend your engagement?

Ultimately, personal branding is about identity management, where you bring activities and perceptions together, putting yourself at the heart of a connected network of people for a collective common good. This means achieving the amalgamation of the 6Cs in the branding mix, so that each 'C' works together and for each other.



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# Must have:

- Welcome page must include learning outcomes and a breakdown of the weeks



WEEK 1 Open now  
From brand to personal brand

Welcome ∨

- 1.1 A Note from FutureLearn  
Article
- 1.2 Welcome to the world of personal brand...  
Video
- 1.3 Meet Professor Jonathan Wilson  
Article
- 1.4 Learning on this course  
Article
- 1.5 Introducing brand identity  
Discussion

Promotional tools and techniques >

Successful brands and their associations >

Your style guide >

Wrapping up Week 1 >



Branding © Model and concept by Jonathan A. J. Wilson @drjonwilson www.drjonwilson.com

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Content creation is at the heart of this, offering you moments of opportunity to pitch and connect - and we're exploring how and where you can be inspired to create your content.

## Must have:

- No floating videos - all video content *must* have text introducing and contextualising the video.



### Spear Phishing

0 comments

Phishing is a type of social engineering attempting to trick recipients into clicking on malicious links or responding to fraudulent communications, which is common. Spear Phishing targets an individual or group specifically, which is less common but more successful, harder to spot and combat, therefore more lucrative for the crooks.

Watch the above video which gives you some key pointers about what to look out for during a Spear Phishing attack. The next step is a quiz to test your knowledge on what the video has taught you about Spear Phishing.



### 1.2

0 comments

0 comments

Comments

Nobody has commented on this step yet. Why not be the first?  
Or try [exploring course conversations](#).

AR Amelia Read

Add a comment... (plain text only, links will be auto-linked)

## Must have:

- **One social prompt per week - discussion step or conversation starter**



### How did it go?

0 comments

How did it go this week?

What were the most interesting things that you discovered about branding and marketing communications?

How comfortable do you feel about your journey towards thinking of yourself more like a brand?

What do you think will be your biggest challenges in developing your personal brand in the short, medium and long-term?

What are you most excited about working on?

#### Wrapping up Week 1

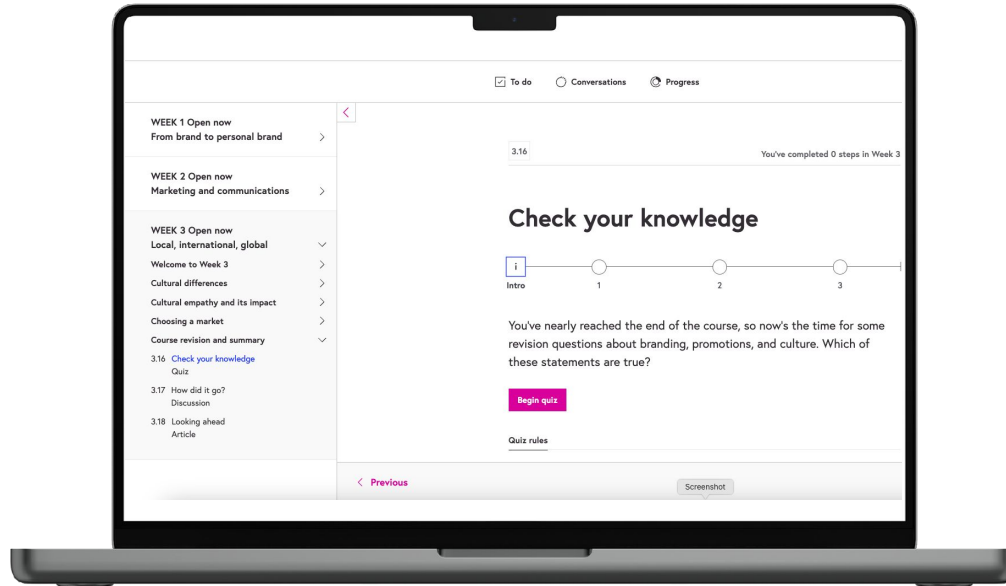
1.18 [How did it go?](#)

Discussion

1.19 [Looking ahead](#)

Article

## Must have:



- A knowledge check at the end of the course (*this can be a multiple choice quiz*)



## Must have:

- A course wrap up page - showing learners how they've achieved the learning outcomes, an opportunity for discussion, and directions on what they can do next/ where to find more info etc.

## Course revision and summary

We round off the course by reviewing what we have learned over the past three weeks, including a short quiz on branding, promotions and culture.









 Edit this activity

### Steps

Drag and drop to re-order

 Add a step

 Import a step

3.16	Check your knowledge	QU	 
3.17	How did it go?	DI	 
3.18	Looking ahead	AR	 

## Should have:

- **Weekly wrap ups and an opportunity for learners to engage**

WEEK 2 Open now

Developing brand assets ∨

Welcome to Week 2 >

Scheduling >

Content creation for purpose >

Your content strategy >

Wrapping up Week 2 ∨

2.12 [How did it go?](#)

Discussion

2.13 Looking ahead

Article

2.12

You've completed 0 steps in Week 2



## How did it go?

0 comments

**This week we looked at how content creation gives you opportunities to use your brand assets.**

We explored how this is a strategic process underpinned by research and planning. Furthermore, it's something that has to be achieved through

## *Should have:*

- **Case studies / examples of the learning with context**

## Let's look at an example: Meet Hafsa



0 comments

Now that you've explored the principles behind 'Brain Training for Brand Practitioners', let's take a look at how this might work in practice.

For this, we're going to meet Hafsa.



## Should have:

- **Weekly knowledge checks**

WEEK 1	<
Mandatory InfoSec training	∨
Welcome	>
Spear Phishing	>
Ransomware	>
Password Security	>
Business Email Compromise	∨
1.8 Business Email Compromise (BEC) Video	
1.9 <b>BEC - What have you learnt?</b> Quiz	



1.9

You've completed Week 1

## BEC - What have you learnt?

Select all the statements that are true...

Select all the answers you think are correct.

## Should have:

- **One 'active' learning step per week\***

\*Active learning shifts the focus from passive to active engagement, where learners participate in activities that develop their skills. Essentially, it involves learners "doing" rather than just "receiving" information.

## Give it a go: Develop brand you



1 comment

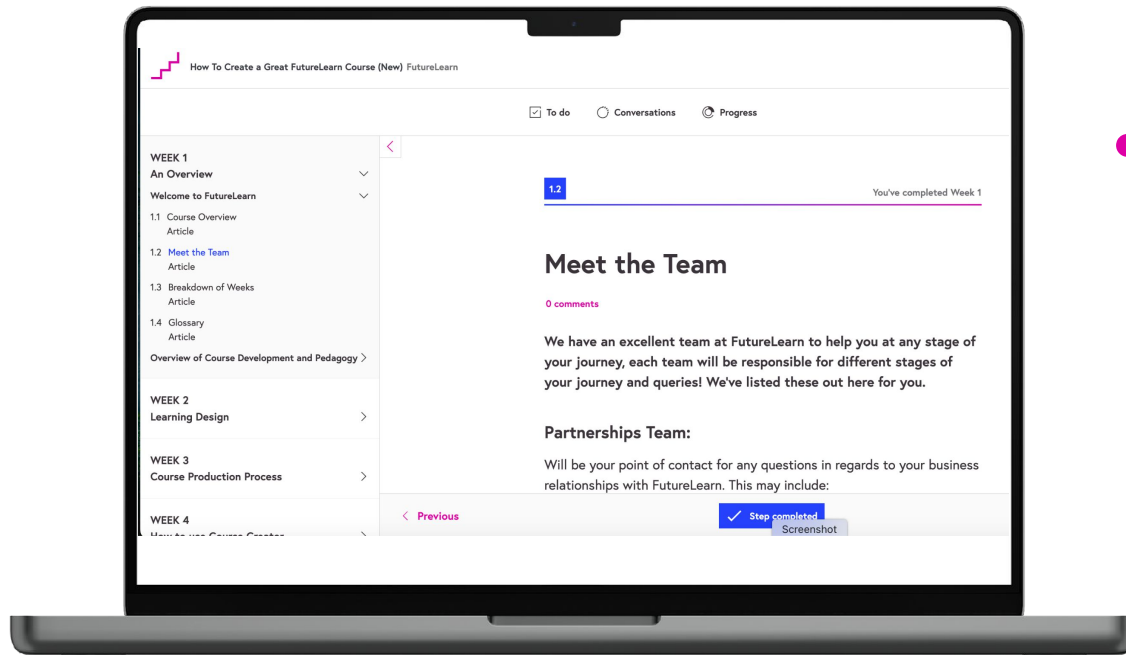
Great, you have your bio. Now it's time to have a checklist and plan of action, where you can enhance those impressions that you're ready to make.

So, what other brand assets do you need to develop and how are you going to go about this?

Here are some suggestions to get you started:

- Your main profile photo. You don't need to spend money on expensive photo shoots. If you can, think of people that you could call upon to do you a favour. Smartphone cameras are good enough for taking a social media profile photo. It's worth watching some YouTube videos on how you can optimise that photo, for example, standing near a window to take advantage of natural light and considering how to frame your face. You could also consider 2-3 other profile photos that show another side to your personality and personal brand.
- Contact details that you are happy to share.
- Social media handles: if you can, try to obtain ones that are as similar to each other as possible. For example, mine are all 'drjonwilson'.
- Digital email signature.
- QR code business card, which you can generate through a phone

## Should have:



- A welcome page including 'Meet the Team'.



## *Should have:*

- **A welcome discussion - encouraging learners to introduce themselves**

## Tell us why you're here!

226 comments

### So, why are you here doing this course?

How do you currently build meaningful connections? Through personal introductions by colleagues, friends, and family? At conferences and events?

Or does it just happen naturally by chance? And does it always happen face to face?

### Over to you

Introduce yourself and tell everyone why you're here, what you hope you learn and how you'll use that knowledge after you've completed the course!

Take a moment to write down some examples of where you have been able to build connections, where you haven't, and where you wish that you could have done more.

## Great to have:

- Videos should have reflective or conversation starter questions for learners to respond to whilst watching



[View transcript](#)

[Download video: standard or HD](#)

### Which approach should we use: Emotional or rational?

[0 comments](#)

How should you 'sell' or 'communicate' who you are and what you do?

Should you do this in a purely rational, fact-based way, and or using pure emotion?

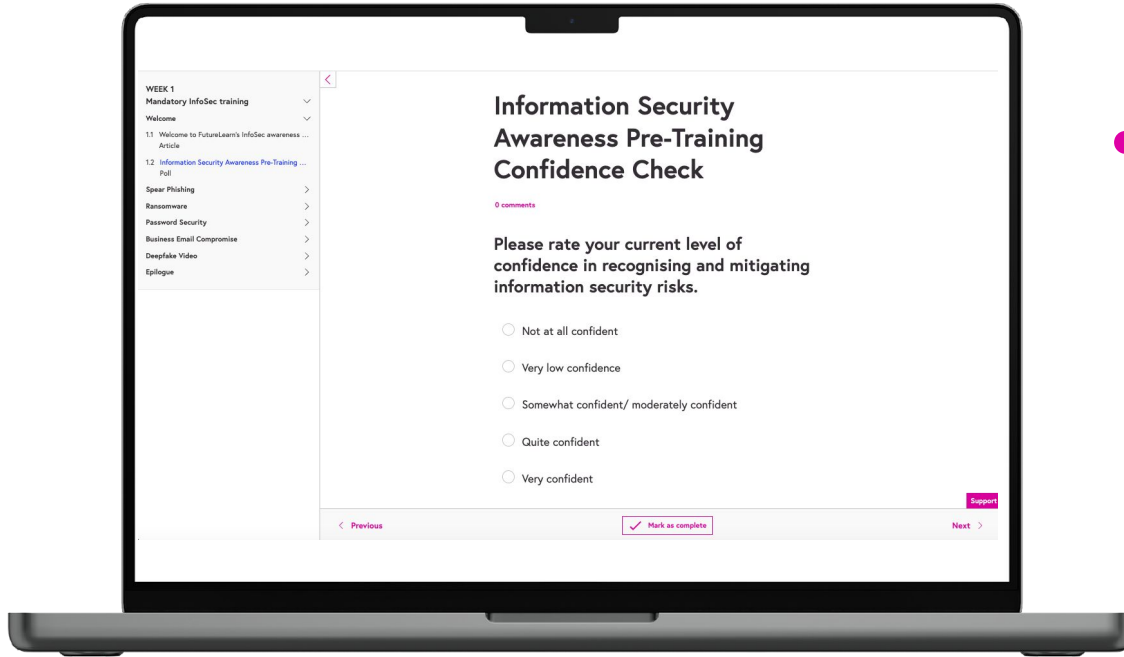
In this video, I walk you through a few options, using my own story as an example. As you watch, think about your own reactions to what you hear with each delivery.

How do you feel these approaches would suit your story?

How might you blend emotional and rational approaches to get the best of both worlds?

Tell us what you think in the Comments section.

## Great to have:



- Polls at the start and end of each week to gauge confidence

## Great to have:

- **Multiple choice feedback includes signposting to the correct information**



### Question 3

PR and advertisements can appear in the same media.

True

False

### Correct



Prof Jonathan A.J. Wilson

As mentioned in Week 1, PR aims to gain publicity by appearing in content, while advertising is situated in spaces next to content.

**Include all of these, and you'll  
be well on your way to a  
great FutureLearn course.**