

5 STAGES OF COURSE DEVELOPMENT

Follow our list of links



1. Plan

Prepare to work on your course

- Set up your team with [Course Creator permission](#)
- [Submit your course proposal](#) at least 6-8 weeks before course start date
- FL review your course proposal and create the course shell
- Email your [course image](#) or we can find one for you
- Provide logos & info for [third-party organisations](#)
- Submit [Exercise Steps](#) for additional QA (Optional)
- Most courses will be set to [on demand](#) to maximise learners
- FL set the course upgrade price
- Create a [Trailer video](#) (Optional)



2. Design

Outline the structure of your course and what you are going to include

Spend time on this, to save time later

- Share your [course outline](#) for early feedback from our Learning Designers (Optional)
- Share a sample of content for feedback from our Media and Editorial Specialists (Optional)

Top Tips:

Refer to [How to Create a Great FutureLearn Course](#)

Consult our [course criteria](#) frequently



3. Build

Create your content, upload it onto the platform, and prepare your sections of the [Course Description Page](#)

Allow between 4 weeks to 3 months depending on content

[Build your course](#) in Course Creator. Insert:

- [Learning outcomes](#)
- [Educator profiles and roles](#)
- [Facilitation windows](#) (Optional)
- [Certificate information](#)
- [Weekly emails](#)



4. Run

Open your course for enrolment

Up to 4 weeks before course start date

We'll let you know when your [Course Description Page](#) (CDP) is ready to review

Consider all the [factors about when to open your course for enrolment](#) and let us know your preferred date

Ensure all content is ready for [Quality Assurance](#)

Must be in Course Creator 30 days before the course start date

- Notify us that your course is ready for QA
- FL provide feedback for you to action, based on our [course criteria](#)
- Select amazing [Open and Highlight Steps](#) to reach more learners!
- Make the requested amendments



5. Review

Determine whether your course is delivering against your goals

- Course content goes live on ***course start date***
- Consult our [Marketing Playbooks](#) to promote your course
- Continue to add [facilitation window](#) dates to CDP (Optional)
- Utilise [facilitation guidance](#)
- [Access data](#) to review your [course performance](#) ***after 3-6 months***