



Date

General Information

Academic Unit/Organization

Unit Contact

Email

Instructor

Position

Company/Organization

Phone

Email

Course Concept

o Paragraph describing proposed course o Instructor bio and/or CV

Course Development: Design - Attach 1pg course outline, 3-5 learning objectives

Proposed Title

Preferred Date and Time

Course Type / Modality

In-Person / Facilitated

Preferred Class Size

Course Hours

Format

multi-day workshop

multiple week course (describe below)

lunch & learn

one time seminar lecture

Classroom / Tech Needs

Instructor Availability

Online / Hybrid

Describe Course Delivery Modality

Instructional Design Needs

Credentialing

How many CEUs offered?

Other: CE, PD, PDH

How many?

See the FAQ on our website for more information about types of credit.

## Course Development - Marketing

Target Audience  
Who will attend?  
Why?

Enrollment Goals?

Pricing Targets

Competitive Landscape

Advertising Channels

## Course Budget & Pricing Proposal (optional: attach budget pro-forma from budget officer)

**Describe the following proposed revenue and expense requirements**

Pricing / Revenue Model

o \

Enrollment Targets (min/max)

Discounts Offered

Compensation Expectation

Catering Required?

Course Development Expectation

Parking Required?

A/V & Tech Needs

Marketing / Advertising

Other / Supplies

Travel

## Legal Review & Risk Management (to be reviewed prior to course launch)

Offsite / External Course Contract

Instructor Stipend Contract

Additional Needs:



## COURSE PROPOSAL FORM INSTRUCTIONS

### General Information

- Indicate whether the proposal is internal to DU (academic unit) or via an external organization.
- Provide basic contact information for unit/organization and proposed course instructor.

### Course Concept

- Attachments
  - Course Faculty Bio (150 words or fewer)
  - Course Faculty CV/Resume
  - Course Concept (an executive summary of the proposed course)
    - Include the following, to the best of your ability:
      - Purpose: What is the reason for developing this program?
      - Goals: What outcomes would you like to see as a result of this course? Financial? Community? Other?
      - Instructor qualifications and expertise: Comment on expertise and qualifications for teaching this course/topic.

### Course Development – Design

- Attachments
  - 1 page course outline
  - 3-5 learning outcomes/objectives
  -
- Complete required information including proposed title, format/modality, and preferred schedule.
  - For online/hybrid courses, include if online content will be self-paced, competency-based, synchronous, etc.
- Include desired credentialing for course (CEUs, CEs, PDH, etc.)

### Course Development – Marketing

- To the best of your ability, complete information about target audience, enrollment, pricing, market demand, and advertising.

### Course Budget and Pricing Proposal

- Attachments: Budget Pro-Forma from Unit Budget Officer (optional)
- To the best of your ability, complete information about cost, expenses, and enrollment.

### Legal Review and Risk Management

- Information in this area will be reviewed prior to course launch.
- Feel free to include any notes or relevant information.

**SAVE YOUR PDF AND SUBMIT COMPLETED FORM TO: [cpd@du.edu](mailto:cpd@du.edu)**