



## Office of University Relations Course Description Resource Guide

Prior to connecting with the Office of University Relations regarding your new course descriptions, we ask that you review the following guide for suggestions and best practices in developing course descriptions.

### Competitor Research

Before drafting your course description, we recommend that you conduct competitor research.

- Identify 3–5 top competitors in your field.
- What other schools/programs are your target students looking at? What courses do they offer? What information is provided in the descriptions?
- What are the market-relevant terms for your specific courses that you can infuse in the descriptions?

### Developing Course Descriptions

Our purpose in coming alongside faculty to enhance course descriptions is to help current and prospective students, when researching schools and programs online, get the best possible information for their decision process. We want to ensure that course descriptions are current, relevant, and clearly communicate what the courses cover.

Please provide the following to University Relations for review. (Send via email to [rmaljian@apu.edu](mailto:rmaljian@apu.edu) and [universityrelations@apu.edu](mailto:universityrelations@apu.edu).) The University Relations team will then determine if a meeting is needed, or will provide feedback and suggestions within two weeks of receipt.

- **Six Market-Relevant Terms**  
Using your market research, identify six key words relevant to your course and program. University Relations will review these against our research and help identify the best terms to infuse in the description.
- **One Sentence Overview**  
This should be a clear, concise statement that provides an “at a glance” summary of the course. It should convey the primary focus or purpose of the course. *Note: This one sentence overview will appear under the course title online. An individual can then click on the course to see the full description.*

- **Full Course Description**

The full course description should be 2–4 sentences, written clearly in complete sentences, and include key terms.

### **Sample Course Descriptions**

(Key terms in blue)

#### **ACCT 530 Advanced Business Law**

**Statement:** Review advanced [business law](#) issues encountered in financial and commercial transactions.

Focusing on advanced legal issues encountered in financial and commercial business transactions, this course offers an in-depth study of [business law](#), mergers and acquisitions, sales, commercial paper, secured transactions, documents of title, bankruptcy, securities regulations, and the legal [liability of accountants](#).

#### **ACCT 545 Advanced Auditing**

**Statement:** Complete an in-depth analysis of [contemporary auditing theory](#), standards, and practice.

This course covers advanced auditing topics and is designed to help students develop an understanding of [auditing standards](#) and practice. This primary goal will be accomplished through in-depth analysis of [contemporary auditing theory](#) as promulgated by the accounting profession, with emphasis on pronouncements by the Auditing Standards Board and the [Public Company Accounting Oversight Board](#).