CourseConnect™
The power to create your ideal online or blended course
As an educator, you know that course design can be difficult and time-consuming. Growing demand for accountability and improved academic performance means that now more than ever, efficient and high-quality instructional design is a priority. Add to that pressure the challenge of developing courses for the online space in order to stay competitive in the high-tech learning environment, and the situation may seem overwhelming. Pearson, the leading learning company, offers instructors the chance to excel in this new realm of education.

What is CourseConnect?
CourseConnect is an award-winning suite of customizable online courses that are designed by subject matter experts and credentialed instructional designers. CourseConnect simplifies your course design process, allowing you to maintain control over your classes, while putting a diverse array of tools and resources at your fingertips to optimize the online course experience.

CourseConnect enables you to minimize the time spent on setup and preparation so that you can do what you do best—connect...
engage your students

1. CourseConnect saves instructors time.
CourseConnect courses can be used “plug and play” in your learning management system (LMS).
Pearson has done the work to create courses based on learning outcomes, and has built out the framework of multimedia assets and assessment content to support learning and measuring of those outcomes. This allows instructors to put their energy into personalizing the courses and fine-tuning lessons for maximum impact, and to spend time on what is most important—interacting with students.

2. CourseConnect is highly-customizable.
Syllabi and course content can be personalized for your students and your unique teaching style by using a variety of Learning Management System tools. For example, change the order of modules, edit assignments or quiz questions, or add links to your favorite multimedia. Courses can also be customized to accommodate an institution’s specific needs and term schedule.
If personalized multimedia is desired, Pearson Learning Solutions has a custom media team that can create custom audio/video, animations and simulations, and other interactive experiences. Customized e-books can easily be integrated into your CourseConnect courses.
Pearson can work with you on an as-needed basis to integrate other à la carte add-ons that enhance the learning environment, such as lecture capture software or an online tutoring service.

3. CourseConnect provides high-quality and efficient learning design.
Courses are designed by leading subject matter experts and credentialed instructional designers, starting with course outcomes.
Interactive lecture content, multimedia and reading assignments from leading Pearson textbooks are aligned with each outcome to support learning of the material, and every outcome is tested via an integrated strategy of summative, performance-based, and formative assessments.
A visual overview of the course architecture and time on task makes customizing learning design a lean and efficient process, keeping the emphasis on what’s important—quality teaching. This feature is also useful for preparing accreditation submissions.

4. CourseConnect bolsters student engagement.
Built-in tools, including user-specific pacing charts, audio/video elements, and interactive exercises, help students personalize their online learning experience and stay on-track for successful course completion, regardless of learning style or preference.
Easy navigation, clean design, interactive media, and iPad™-compatible lesson presentations ensure that courses are user-friendly and designed with the success of the student in mind.
CourseConnect is based on in-depth research and is usability tested, resulting in a streamlined and high-impact design that focuses students on learning while minimizing distractions.

5. CourseConnect helps you facilitate and teach successful online courses.
Each course features a Course Preview Document that details the course-level and objective-level outcomes and assessments. This document also provides a time-on-task architecture, showing how much time students are likely to spend on presentations, readings, assignments, and assessments within each lesson.
A detailed Instructor Resource Guide offers useful tips for teaching online, as well as discussion board facilitation tips to enhance instruction and interaction with online students. It also includes rubrics to support grading of performance-based assignments.

6. CourseConnect provides tools to help you monitor student progress.
Instructors who integrate CourseConnect courses with Pearson LearningStudio’s Learning Outcome Manager will have access to real-time views of student performance, filtered by objective; and reports showing performance across course, by section, by student or by faculty member.

7. CourseConnect is flexible; growing with the learning environment and helping students and faculty do the same.
The CourseConnect library continues to expand, with courses now available in such subjects as business, criminal justice, health professions and general education.

8. CourseConnect knows all about being at the top of the class.
CourseConnect is a CODiE Award-winning (“best-in-class”) suite of software, brought to you by Pearson, the world’s leading learning company. Courses in instructor education are also now available.
What I love about CourseConnect is that it brings the student in and engages them in the material. It’s opening up the class and allowing students to become more involved in the classroom.”

-Steve Lurenz, MA Instructor, Mesa Community College

“A great part of CourseConnect is that I’m able to select the assignments that I need. I can move the discussion questions, the lectures, and anything else that is available. I can pick and pull and ultimately move to fit Chancellor’s environment.”

-Holly Pope, M. ed, Director of Undergraduate Curriculum & Instructor, Chancellor University

“CourseConnect is a great enhancer to the classroom environment, whether that be online, blended or traditional. It is a vehicle for information that offers consistency to students and teachers alike, and can meet even the most specific needs. CourseConnect allows you to align course material with your personality and teaching style.”

-Meredith Carpenter, MBA, ME, Instructor, Haywood Community College

Join the conversation around CourseConnect on Twitter @PearsonLS

We have found that in the classes in which we use CourseConnect, the students remain a lot more involved because it’s a lot more interactive and students want to stick around.”

-Randy Bullis, J.D., Director, Career Point College

Make the course your own
CourseConnect’s many features and options enhance your day-to-day teaching experience, affording you maximum flexibility and control over your students’ learning environment, while working to further guide your class to success.

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<th>COURSECONNECT FEATURE</th>
<th>TIME-SAVING</th>
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*Apple and iPad are registered trademarks of Apple, Inc.
Online Education in the United States, 2011
Survey of Chief Academic Officers by I.E. Allen and J. Seaman, Babson Survey Research Group Infographic created by Pearson Learning Solutions

Number of Students Enrolled in At Least One Online Course:

In Fall 2010 Online Enrollment accounted for 31.3% of the Total Enrollment.

The 2010 Sloan Survey of Online Learning revealed that enrollment rose by almost one million students from a year earlier, and that nearly thirty percent of all college and university students now take at least one course online.
Pearson’s CourseConnect™ is the winner of the 2012 Software & Information Industry Association (SIIA) CODiE Award for Best Postsecondary Instructional Solution. A complete and customizable post-secondary online, blended and on-ground course solution, CourseConnect offers more than 115 courses spanning a broad range of disciplines of postsecondary study. This is the second time that CourseConnect has been honored with a prestigious CODiE Award; in 2010, the courseware was recognized as Best Postsecondary Course or Learning Management Solution.

Your students are prepared for online learning.

Are you?
To learn more about incorporating online learning into your curriculum, and to see a full list of available courses, visit www.pearsoncourseconnect.com