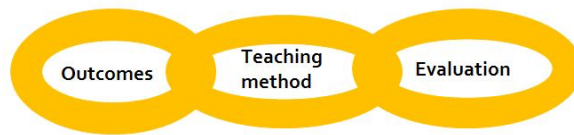


TIPSHEET: What is Curriculum Alignment?

The Golden Chain



Course Learning Outcome, teaching method, and evaluation are an unbreakable chain!

1. Each outcome must be evaluated in the same learning domain and at the same level as the outcome.
2. If you are evaluating something you must have an outcome about it!
3. Teaching methods must give students lots of opportunities to practice and receive feedback in the same learning domain and at the same level as the outcome.

Curriculum Alignment starts with the END in mind

Step 1: Write your outcome. Identify domain/level.

- What do students need to do by the end of the course?
- What is the learning domain (e.g. cognitive, affective, psychomotor) and level (foundational or advanced)?

Step 2: Design the evaluation criteria for the outcome

- How will I evaluate this?
- What different methods of evaluation will I need?

Step 3: Lastly...plan your content and teaching activities!

- What CONTENT do I need to include in my lesson plan?
- What PRACTICE activities will help students to practice this and receive feedback?

Example of Alignment

Course Learning Outcomes	Design marketing communication materials to meet the needs of clients using industry standard technology.
Intended Learning Objectives	Apply principles of communication marketing. Complete client need analysis. Design communication marketing materials using a variety of industry standard technologies (e.g. MS Word, Visio, MS Project).
Intended Learning Activities (Teaching Methodologies)	Discuss uses, benefits, and common errors/solutions. Review examples of different marketing communication materials. Practice quiz. Practice designing different materials in computer lab for different requirements/needs
Evaluation	Quiz on key principles of communication marketing. Design Assignment: Design communication marketing materials using 2 or more of the industry standard technologies (e.g. MS Word, Visio, MS Project) for a mock client.