
MIT Professional Education - Short Programs Course Descriptions

New proposals due September 1

Basic program information deadline: Early October (details below)

Full program description deadline: November 1 (details below)

A detailed and accurate course description is your most important marketing tool.

Applicants read descriptions carefully and use them to make their decision to apply and to justify the cost of the course. Key attributes include:

- *A clear, concrete, and compelling statement of the benefits a participant can expect from your course*
- *Content that highlights recent updates to the program (new topics, updates to lectures, activities, or speakers), as well as the overall importance of the information presented to relevant fields and areas of practice*
- *Information that highlights the program's uniqueness, especially the connection to MIT work, labs, and/or to the Boston/Cambridge area*

The earlier the description is on our website, the earlier we can start marketing the course. If some arrangements, such as events or guest speakers, are not finalized yet, simply note them as "tentative." We strongly encourage an 80-90% solution to start, since we can update your course description at any time.

Basic Program Information needed (Due by early October):

- Dates course is to be held
- Title of course
- Short description of topic and audience
- MIT course number (e.g. 14.61s)
- Tuition
- Classrooms requested, including breakout rooms, in order of preference (include special requirements)
- Keywords (suitable for internet search)
- Tentative class schedule (e.g. 9:30 a.m. – 5 p.m. M – Th, 9 a.m. – 2 p.m. F) – this information is needed for calculating CEUs

Full Program Description needed (Due by November 1):

- *Although the deadline for complete program information is November 1, it is beneficial for courses if we receive the information as soon as possible so that website visitors can obtain up-to-date and complete information.*
- **Background/Introduction** (*Suggested length: 1 to 2 short paragraphs, plus bullets*)

- A brief overview of topic, including a description of unique features of your program, such as links to MIT research areas, spin-off companies, seminal work, or new work currently underway
 - Include “Highlights” describing new features of program, if applicable (*bulleted list, 2-5 items*)
- **Learning Objectives** (*Suggested length, 3-5 sentences, plus bullets*)
 - Include a list of learning objectives and learning outcomes (*bulleted, 3-4 items - see Learning Objective Writing Aid for more information*)
- **Who Should Attend** (*Suggested length: 3-4 sentences*)
 - Level & responsibility, i.e. executive, manager, project manager, engineer
 - Functional business area, such as product management, engineering, research, marketing, operations, finance, strategy, etc.
 - Include necessary background and any special admission criteria, i.e. participants should have general/detailed knowledge of...
- **Benefits** (*Suggested length: 3-4 sentences*)
 - A description of program benefits: Why attend? What value will be imparted to participants? To their organizations? What will it enable them to do?
- **Format/Outline** (*Suggested length: no more than 3/4 page*)
 - An overview of the program schedule, day by day. If a longstanding program, include references to new or recently updated material.
 - Include how this program is taught, i.e. learning model, teaching style, mix of lectures, tours, hands-on work, laboratory work – if any
 - Include lectures, tours, social events as applicable
 - Include planned readings, assignments
- **Included in Tuition** (*Suggested length: 2-4 sentences*)
 - Materials to be provided to participants as part of program fee, such as books, software, notebooks, handouts
 - Lunches, dinners, or other special events that will be included in tuition; mention if participant is allowed to bring a guest
- **Instructors** (*Suggested length: no more than 1/2 page*)
 - Short bios, including indication of level of participation in program, and links to full bios & research interests, photos

We welcome your suggestions and questions. Please feel free to contact us:
 The MIT Professional Education - Short Programs Team (shortprograms@mit.edu; 3-2101)