

WELCOME!

[Distance and Online Education](#) (DOE) has partnered with Willow Fuchs, Librarian in the Pomerantz Business Library, to share this online course model for BUS:2300:0EXW Searching for Business Information. This handout contains a model communication plan that demonstrates strategic and meaningful course communications aimed at helping online students track assignments and ensure that they understand course requirements.



LEARN MORE →

See the DOE [Online Course Model](#) webpage to learn more about Willow Fuch's experience with course communications.

EXPLORE →

Scroll down to see Willow Fuch's model communication plan.

MODULE/WEEK	COMMUNICATION TYPE	METHOD	DATE	NOTES
Module number, name, topic(s)	Weeks may include general updates, learning clarifications, assignment grades/feedback, office hours, etc.	Assign a medium for each type of communication: announcements, video/audio, ICON email, SpeedGrader, etc.	Assign a date to complete each item so you can add it to your calendar. Consider setting the same day/days every week for consistency.	
WEEK 0	1. Class starts reminder	1. Announcement	1. Thurs or Fri before class starts	1. Welcome
WEEK 1 MODULE 1 – Intro and Company Basics	1. First day of class welcome & list assignments due 2. Assignments DUE reminder	1. Announcement 2. Announcement	1. Mon 2. Thurs	1. Welcome & Assignment list 2. Assignment reminder
WEEK 2 MODULE 2 – Company Financials & Analysis	1. Module 2 released / feedback 2. Discussion/ Quizzes DUE reminder	1. Announcement 2. Announcement	1. Mon 2. Thurs	1. Introduce M2 / feedback 2. Assignment reminder
WEEK 3 MODULE 3 – Industry & Market Research	1. Module 3 released & Assignment 1 reminder 2. Assignment grade/ feedback 3. Quizzes DUE reminder	1. Announcement 2. Speedgrader and announcement 3. Announcement	1. Mon 2. Fri 3. Fri	1. Introduce M3 & Assignment reminder 2. Assignment feedback 3. Assignment reminder
WEEK 4 MODULE 4 – Business Climate	1. Module 4 released reminder 2. Discussion reminder 3. Discussion Feedback 4. Quizzes DUE reminder	1. Announcement 2. Announcement 3. Engage / respond to discussions 4. Announcement	1. Mon 2. Thurs 3. Fri 4. Fri	1. Introduce M4 2. Assignment reminder 3. Assignment feedback 4. Assignment reminder
WEEK 5 MODULE 5 – International Business Environment	1. Module 5 released & Assignment 2 reminder 2. Assignment grade/ feedback	1. Announcement 2. Speed grader and announcement	1. Mon 2. Fri	1. Introduce M5 & Assignment reminder 2. Assignment feedback

	3. Quizzes DUE reminder	3. Announcement	3. Fri	3. Assignment reminder
WEEK 6 MODULE 6 – Searching for Articles & Books	1. Module 6 released reminder 2. Discussion reminder 3. Discussion Feedback 4. Quizzes DUE / last week reminder	1. Announcement 2. Announcement 3. Engage / respond to discussions 4. Announcement	1. Mon 2. Thurs 3. Fri 4. Fri	1. Introduce M6 2. Assignment reminder 3. Assignment feedback 4. Assignment reminder
WEEK 7	1. Course wrap-up / Assignment 3, Final Quiz, course eval reminder 2. Overdue assignments follow-up	1. Announcement 2. Individual ICON Emails	1. Mon 2. Thurs	1. Assignment reminder 2. Assignment reminder