

DOE Online Course Model: Communication Plan

Willow Fuchs — BUS:2300:0EXW Searching for Business Information

Distance and Online Education (DOE) has partnered with Willow Fuchs, Librarian in the Pomerantz Business Library, to share this model communication plan. It demonstrates strategic course communications designed to help online students track assignments and understand course requirements.

Module/Week	Communication Type	Method	Date	Notes
Week 0	Class starts reminder	Announcement	Thurs or Fri before class starts	Welcome
Week 1 Module 1 – Intro and Company Basics	1. First day welcome & 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 & 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 3. Quizzes due reminder	1. Announcement 2. SpeedGrader & announcement 3. Announcement	1. Mon 2. Fri 3. Fri	1. Introduce M5 & assignment reminder 2. Assignment feedback 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
---------------	---	---	-----------------	--

For more information, visit the DOE Online Course Model webpage.