

## Sharing course outlines

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May 14, 2002

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The Wharton School has recently taken a positive step in that course outlines can be listed on open websites. This should enable us to borrow from one another when teaching courses. Judging from a Google search, some other schools are doing the same.

It would be useful for professors to put outlines on their websites. My course outlines have now been provided under “educational materials” at <http://jscottarmstrong.com>. However, this is not an efficient way to search for outlines. Are there any up-to-date moderated websites that provide outlines for marketing courses?

It might help if the outlines could be provided for specific topics. To find out, I am willing to list “interesting” and up-to-date advertising course outlines at <http://advertisingprinciples.com>. Send a link or an electronic file. It would be nice to have descriptions that discuss benefits (desirable outcomes; objectives) as contrasted to those that focus only on inputs. It would also be nice to have time estimates listed for tasks, although I admit that I have not done this myself for years. Time estimates would help faculty as well as students in their planning.