



## Developing Interactive, Effective and Intuitive Courses

*“Pearson eCollege’s course development team came to our rescue and created activities that have made our course just what we set out to create a living, learning and practical course that’s exciting, engaging and educational.”*

### Educational Partners

*Customer service and support are central to the Pearson eCollege business model. In fact, Pearson eCollege treats each client as an Educational Partner, sharing in the successes and challenges of the institution’s course and program goals.*

A successful online program pulls together many important elements; a course management system, program administration, IT infrastructure and program reporting. However, none of these elements will ever be needed or noticed without effective online courses. Because courses are the core of any eLearning program, Pearson eCollege’s comprehensive solution includes a highly skilled and experienced Course Development team.

With the help of instructional designers and a wealth of industry knowledge, Pearson eCollege’s Course Development team has developed thousands of successful courses for Pearson eCollege’s Educational Partners. The Course Development team provides all of the following services.

- Course Services
- Content Services
- Course Conversions
- Publisher Integrations



*The Pearson eCollege Course Development team can create rich, interactive online elements that captivate and engage successful learners.*

### Course Services

To help ensure that high-quality courses are developed on time and within budget, Pearson eCollege offers end-to-end course design and development services that can be tailored to the specific needs of an institution. These course services range from comprehensive solutions, including all design and development aspects, to course assistance in developing specific eLearning components. The Pearson eCollege Course Development team provides highly skilled project managers, instructional designers and course developers to support Pearson eCollege’s Educational Partners’ successes in the following development aspects.

- Curriculum and Course Design
- Subject Matter Expert Support and Management
- New Course Development
- Existing Course Review and Revisions
- Multimedia Design and Development
- Project Management

## Content Services

Pearson eCollege has established relationships and operations with the leading content providers to academia. From textbook publishers to digital content providers, our content relationships can help institutions quick-start the development of new programs, refresh existing programs and support faculty and staff skill development. Pearson eCollege has partnered with textbook publishers such as Pearson, Thomson, McGraw-Hill, Houghton Mifflin, Elsevier, Wiley and many others. For digital content, Pearson eCollege has relationships with NETg and Element K. Finally, Pearson eCollege also has worked closely with virtual labs providers such as Tata Interactive and UserActive.



Elsevier's course *The Human Body in Health and Disease* within the Pearson eCollege platform.

## Course Conversions

Pearson eCollege has successfully converted courses from alternative platforms into the Pearson eCollege platform, enabling the rapid launch of partial and full programs. From developing a course conversion map to following through on the entire content migration plan, Pearson eCollege alleviates the financial and labor-intensive process burdens associated with migrating courses from an existing learning management system to the Pearson eCollege platform.

## Publisher Integrations

Pearson eCollege recently completed integration projects with two leading publishers' online learning products; ThomsonNOW and WileyPlus. Both integrations are designed to allow instructors and students easy access to each publisher's suite of eLearning products. The integrations consist of a single sign-on from the Pearson eCollege platform. Students and instructors use only one login and password to access the Pearson eCollege platform and transparently gain access to the publisher environment. Students can participate in activities at the publisher site and their performance scores are seamlessly sent to the Pearson eCollege Gradebook. The integrations allow easy access to each environment and one Gradebook for both students and instructors to view and manage.

For more information about Pearson eCollege, visit [www.eCollege.com](http://www.eCollege.com) or call 1.888.376.9496.

eCollege®

A Pearson Company