

Piper Writers Studio

Course Description Guidelines

Construction of a compelling, informative, and attention-grabbing course description appeals to potential students and helps engage individuals with the offerings from Piper Writers Studio.

In creating your description, a descriptive and enticing title is the first step to drawing positive attention to your course. Descriptions should provide the prospective student with a clear understanding of class type, content, and specific activities to be offered.

Ideal descriptions should contain the following elements:

- **A lead-in** identifying the scope, subject area, skill, area of need, (why the student should take the class)
- **Specific learning objectives** the class is setting out to accomplish
- **Concrete activities and methods** that the class will use to achieve them
- **Outcomes** or other results
- **Any additional information**

Strong descriptions answer the following questions:

- *What is this class about?*
- *Why should the student take this class?*
- *What will the student learn?*
- *What type of class is being offered?*
- *What will the student do in the course?*
- *What will the student have or take away at the end of the class?*
- *What else does the student need to know?*

Descriptions should be written in the first-person plural or second-person and address the student with direct, accessible language, with a warm, supportive tone. Write the description in your own voice as you see fit.

Marketing a Course

The Piper Writers Studio reserves the right to edit all course descriptions for ASU writing guidelines and marketing purposes.

While there is no limit on class descriptions, we generally recommend under 200 words. Instructors will be asked to produce a short description for marketing purposes as well (between 50 and 75 words).

The Piper Center collaborates with faculty members to craft the appropriate language for marketing purposes. Please feel free to contact Piper Center Coordinator Jake Friedman at 480.727.0818 or jake.friedman@asu.edu with any questions or concerns.