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# Backward Design Planning Worksheet

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| **[1] Learn** | **[2] Assess** | **[3] Teach** | |
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| **Course Learning Outcomes** | **Assessments** | **Instructional Content** | **Learning Activities** |
| Discuss the fundamental concepts of digital retailing; | Video discussion post  Reflective blog  Quizzes | Textbook  Lecture videos | Class discussions |
| Explain the importance of digital retailing for providers of goods and services; | Reflective Blog  Quizzes | Textbook  Videos  Lecture videos  Web articles | Class discussions |
| Navigate the essential tools of Wix® relating to all aspects of online store design; | Create Wix e-commerce store | Lecture videos  Wix training video(s) | Wix Practice Labs  Mini-discussions |
| Develop an eCommerce website that appeals to a specific target market; | Create Wix e-commerce store | Lecture videos  Wix training video(s) | Wix Practice Labs  Mini-discussions |
| Apply best practices in online marketing and the use of social media; and | Create Wix e-commerce store | Textbook  Lecture videos  Web articles | Wix Practice labs  Mini-Discussions |
| Explore the opportunities for digital retailing entrepreneurship. | Reflective blog | Textbook  Videos  Lecture videos  Web articles | Class discussions |