

# 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 postReflective blogQuizzes | TextbookLecture videos | Class discussions |
| Explain the importance of digital retailing for providers of goods and services;  | Reflective BlogQuizzes | TextbookVideosLecture videosWeb articles | Class discussions |
| Navigate the essential tools of Wix® relating to all aspects of online store design; | Create Wix e-commerce store | Lecture videosWix training video(s) | Wix Practice LabsMini-discussions |
| Develop an eCommerce website that appeals to a specific target market; | Create Wix e-commerce store | Lecture videosWix training video(s) | Wix Practice LabsMini-discussions |
| Apply best practices in online marketing and the use of social media; and  | Create Wix e-commerce store | TextbookLecture videosWeb articles | Wix Practice labsMini-Discussions |
| Explore the opportunities for digital retailing entrepreneurship. | Reflective blog | TextbookVideosLecture videosWeb articles  | Class discussions |