

I. Promotional materials

Materials used to advertise the course must communicate to potential attendees the level of practice experience or knowledge toward which the course information will be most applicable.

1. Course target audience, taking into account practice levels of attendees:
 - Beginning level
 - Intermediate level
 - Advanced level

	Beginner level course	Intermediate level course	Advanced level course
Targeted Practice Levels (promotional focus)	May be a new graduate (BSW or MSW) or a person who has recently changed fields of practice.	Typically, a person who has a year or more experience in the relevant field of practice.	Typically, a person with several years of experience in related work. Level of education may be relevant in some cases, such as advanced clinical skills training.

II. Course content and materials

Course developers must determine the level at which the course content and materials will be developed.

At which level is course material offered?

- Beginning
- Intermediate
- Advanced

	Beginner level course	Intermediate level course	Advanced level course
Course Levels (course development focus)	<p>Designed to introduce the content area; may include things such as providing information about a particular condition, treatment method, or issue.</p> <p>Outcomes focus on learning and comprehending content.</p>	<p>Designed to present information that builds on knowledge of practitioners with some experience. Focus is on building skills or adding to knowledge, with possibly a brief overview of basic information.</p> <p>Outcomes focus on using information in concrete situations and understanding the underlying structure of the material.</p>	<p>Designed for people who have been working in this area and have a clear understanding of the issues. Includes coverage of the complexities involved in the work and suggests means to address them.</p> <p>Outcomes focus on synthesizing material to create new patterns or structures or evaluating material for a specific purpose.</p>