

Course Overview

- **Goal and Learning Objectives:**

Goal:

The goal is to provide a basic understanding of the product and the fundamental concepts of content development. To make the learner familiar with the business and start developing the content with minimal manual instructions and training.

Learning Objective:

The sole objective of this course is to describe some of the foundational knowledge needed to be successful in content development and is divided into **3 modules**. The first module, "**Foundations of Instant Markets**", discusses the core idea of the product. This includes an overview of the product, an understanding types, and structure of governments and authorities in the United States, its procurement statutes, etc.

The second module, "**The Content Management**", discusses the seven different types of aggregators, and various steps of the content development process. Due to the introductory nature of this course, the content is not meant to be comprehensive. Rather, the course focuses on the general content development process and discusses various best practices throughout.

In the third module, "**Assessment of Learning**", the participant's learning will be assessed through the completion of a post-test at the end of the course. Participants must receive a score of 80% or higher to complete the post-test. Completion of the post-test is required for the course to be considered complete and eligible for continuing working with the Instant Markets team.

This course is a web-based training that is self-paced. Given the length, you are encouraged to take the course in small segments that meet the needs of your schedule. You determine, when, where, and at what speed you complete this course.

- **Course Format:**

This is a web-based training (WBT) that is self-paced and not facilitated by an instructor. The course is separated into three separate modules, with multiple sections included in the modules. This structure allows the learner to complete sections at their own pace and then return to the course to continue their progress. It is not required that a learner complete the entire course in one session.

In order to enhance engagement and learning, relevant video recordings and activities have been included. Additionally, there are interactive elements, and exercises incorporated into the course. So, make sure to have your computer volume on.