

Miami Online: Creating Multi-Audience Content

What is Multi-Audience content?

It's a way of packaging one subject in multiple ways, to meet the needs of diverse adult and professional audiences. Learners who would benefit from your content may include those who want a full Master's degree or Graduate Certificate, as well as those who prefer non-credit professional development. Miami Online can help you research the marketability of your content for multiple audiences, then help you develop and offer your material in a variety of formats.

There's no one-size-fits-all approach to creating Multi-Audience Content: our process is always customized to your subject, your market, and your needs. Some scenarios include:

- You'd like to create a single module to market through Professional Education, but also embed it within a course in an online graduate program your Division offers
- Your Division has a new online Master's degree in the approval pipeline. You'd like to create a Professional Education course based on part of the planned content, as a way to drive interest in the Master's prior to launch
- Your Division has an online Graduate Certificate, which they'd like to expand to a full Masters degree, while also spinning off a Professional Education course
- You're collaborating with colleagues from multiple departments to combine modules from existing online courses into a Graduate certificate and a Professional Education course
- You have a module from an existing online course that would appeal to the public, as an inexpensive, community-oriented standalone course through Professional Education

Why create Multi-Audience content?

It takes time and effort to create a new offering for graduate or professional students. Miami Online's approach to multi-audience content streamlines the efforts of faculty and program coordinators, reducing development costs while multiplying the rewards and speeding the time to payoff. By planning carefully from the outset, we can help you build multiple program offerings faster and more inexpensively. What's more, tiered content offers multiple revenue streams in a single area, as your programs attract both matriculated students and non-degree-seeking learners.

Ready to get started?

Send us an email – we'd love to hear from you!

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