

Distance Learning Unit

New Content Assessment - Score card

	Is the content required or necessary for some reason?	How much of the audience is the content likely to reach both now and in the future?	How important and interesting is the content to users?	How valuable or unique can this content be?	How will the content affect the conversion rate?		
Topic	Requirement	Reach	Relevance	Richness	Revenue	Total	
The courses available from the Distance Learning Unit.	5	5	5	4	5	24	✓
Why chose a course from the University of Greenwich?	4	5	5	4	5	23	✓
Free tools/downloads	3	5	5	5	2	20	
Glossary of terms	3	5	5	5	2	20	
How a qualification from the Distance Learning Unit can benefit your organisation.	3	4	4	4	4	19	✓
Who we are	4	4	4	4	3	19	✓
Case study: a day in the life of (insert relevant profession).	1	5	4	5	3	18	
The cost of a course	5	3	4	2	4	18	
Industry news	1	5	5	5	2	18	✓
Case study: meet one of our graduates.	1	4	4	5	3	17	
Eligibility to study.	5	3	4	2	3	17	
What is included in the cost of the course?	4	2	3	4	4	17	
How a qualification from the Distance Learning Unit can benefit you.	3	3	3	4	4	17	
How are the courses assessed?	4	3	3	2	3	15	