

# How to Write a Course Catalog Description

## What is the purpose of the text?

The course catalog text serves several purposes:

- To describe the course in an appealing way that makes the reader want to sign up.
- To clearly present the course content, so it's obvious what SV is offering.
- To include enough information for the course to appear in online searches.

Start by describing your course as best you can using the template below. Your contact person will then help you refine the text and polish it up!

## Use the following headings:

### ABOUT THE COURSE

- One or two sentences that summarize your course in an appealing way. For example: Have you always dreamed of playing the guitar? Take the chance to learn this fall! or Do you love ballet too? Welcome to try our beginner's course!

### THE COURSE INCLUDES

- Start with a general sentence about what the course focuses on, such as You will learn the basic techniques of ceramics or We focus on advanced bobbin lace techniques.
- Then list 5–10 examples of content, techniques, or themes that are included.

### COURSE MATERIALS AND ADDITIONAL COSTS

- What do participants need to bring or pay for, and how much?

### LEVEL & REQUIREMENTS

- Who is the course aimed at? Beginners, more advanced participants, or everyone?

### GOOD TO KNOW

- Practical information – for example, about the venue, clothing, equipment, or anything else useful to know before the course starts.

### THE COURSE LEADER

2–3 sentences introducing the course leader.

### WHAT IS A STUDY CIRCLE? *(Standard text that is always included)*

In a study circle, participants help shape the content and take an active part. The circle leader provides a basic plan, but the group shapes it together. We like to share questions within the group and learn from one another.

