

<i>Business Purpose</i>	<p>Cruise Control is a travel agency, with a home base in Dallas, offering services to clients in the greater DFW area who are seeking vacations specifically in the cruise industry. Over the past year, Cruise Control has seen a 30% decrease in bookings through the agency, resulting in over \$200,000 lost on commissions.</p> <p>The company recently put out a survey for past and potential clients through their website to gain information about how they can earn more business, focusing on the booking and pre-vacation experience. The results indicated that 75% of the traffic on their website are people who have never cruised, and of that population, 90% indicated that they would be more likely to book a cruise if there was additional information and recommendations about their vacation prior to departure.</p> <p>To capitalize on these demands and remain competitive with other agencies, Cruise Control will provide education for first-time cruisers. The purpose of this training is to:</p> <ul style="list-style-type: none"> <li>• Capture 50% of the untapped market of first-time cruisers.</li> <li>• Increase revenue by 40%.</li> <li>• Prepare first-time cruisers about what to expect on their vacations.</li> </ul>
<i>Target Audience</i>	Clients who are cruising for the first time
<i>Training Time</i>	20 minutes
<i>Training Recommendation</i>	<ul style="list-style-type: none"> <li>• For ease of accessibility and its user-friendly components, an e-Learning module developed in Rise is recommended as learners are widespread and would access the training at different timelines.</li> <li>• The course provides a stream-lined delivery method to provide learners “know before you go” details about their cruise.</li> <li>• There is scaffolded interactivity with knowledge checks that provide immediate feedback to learner.</li> <li>• Final evaluation</li> </ul>
<i>Deliverables</i>	1 e-Learning module developed in Articulate Rise
<i>Learning Objectives</i>	<p>By the end of this module, learners will be able to:</p> <ul style="list-style-type: none"> <li>• List essential travel documents.</li> </ul>

	<ul style="list-style-type: none"><li>• Differentiate between what's included in the cruise fare and what's available for additional fees.</li><li>• Create a packing list of cruise-related items.</li></ul>
<i>Training Outline</i>	<ul style="list-style-type: none"><li>• Introduction<ul style="list-style-type: none"><li>○ Learning Objectives</li></ul></li><li>• FAQ #1: What do I need to get on the ship?<ul style="list-style-type: none"><li>○ Travel Documents<ul style="list-style-type: none"><li>▪ Passport / birth certificate</li><li>▪ Photo ID</li><li>▪ Boarding pass</li><li>▪ Luggage tags</li></ul></li><li>○ <b>Knowledge Check</b></li></ul></li><li>• FAQ #2: What's included in my cruise fare?<ul style="list-style-type: none"><li>○ Food &amp; Drink<ul style="list-style-type: none"><li>▪ Included items</li><li>▪ Specialty items</li></ul></li><li>○ <b>Knowledge Check</b></li><li>○ Lifestyle &amp; Entertainment<ul style="list-style-type: none"><li>▪ Included experiences</li><li>▪ Additional cost experiences</li></ul></li><li>○ <b>Knowledge Check</b></li></ul></li><li>• FAQ #3: What should I pack?<ul style="list-style-type: none"><li>○ Packing Essentials<ul style="list-style-type: none"><li>▪ Medications</li><li>▪ Sun safety products</li></ul></li><li>○ Veteran Cruiser Packing Tips<ul style="list-style-type: none"><li>▪ Don't overpack</li><li>▪ Check dress codes</li><li>▪ Bring cup or water bottle</li><li>▪ Pack comfortable shoes</li></ul></li></ul></li></ul>

	<ul style="list-style-type: none"><li>○ <b>Knowledge Check</b></li><li>● Final Evaluation</li><li>● Congratulations/Summary</li></ul>
<i>Assessment Plan</i>	<ul style="list-style-type: none"><li>● Questions aligned to learning objectives:<ul style="list-style-type: none"><li>○ List essential travel documents. (Question 3)</li><li>○ Differentiate between what's included in the cruise fare and what's available for additional fees. (Question 1, 5)</li><li>○ Create a packing list of cruise-related items. (Question 2, 4)</li></ul></li><li>● 5 assessment questions:<ul style="list-style-type: none"><li>○ True/false</li><li>○ Multiple Response</li><li>○ Matching</li></ul></li><li>● Learner must score 80% to pass</li><li>● Learner has unlimited attempts to achieve a passing score</li></ul>