

# Content Mapping

**With over 16,000+ courses available on LinkedIn Learning, Content Mapping is our way to help you align to:**

- Supplement course curriculum with courses and/or replace textbooks where possible
- Leverage core competencies pre-mapped for HR programs, new employee onboarding
- Level up staff and students with certifications and recognized continuing education units
- Help students enhance their transferrable skill set using career preparation competencies, like NACE



# Content Mapping 101



## Getting Started

- 1 Identify your course learning objectives using your syllabus, textbook needs, etc.
- 2 Check the [Academic Mapping Repository](#), to see if course mappings already exist for your curriculum OR submit a custom mapping request
- 3 Build your custom learner journeys directly on LiL\*, or use organization-specific links to deep link within your Learner Management System

# Content Mapping Repositories

LinkedIn Learning offers mapping repositories as a place to start so you do NOT have to reinvent the wheel.

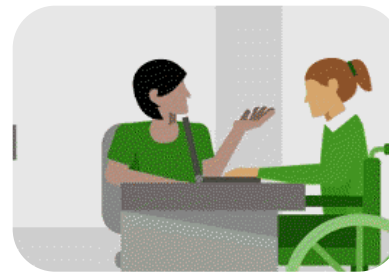
The mappings are compiled using the top requests including academic subjects, career prep, professional development, diversity, working from home, etc.



Academic Subjects



HR Frameworks (i.e. Korn Ferry)



Diversity, Equity, and Belonging



Leadership and Management



Return to Work



Student Academic Journey



NACE 2021 Competencies



Microsoft Learning and Tools

# Customizing Learning Journeys

The LinkedIn Learning platform provides ample opportunities for you to build and customize learning for your students & employees.

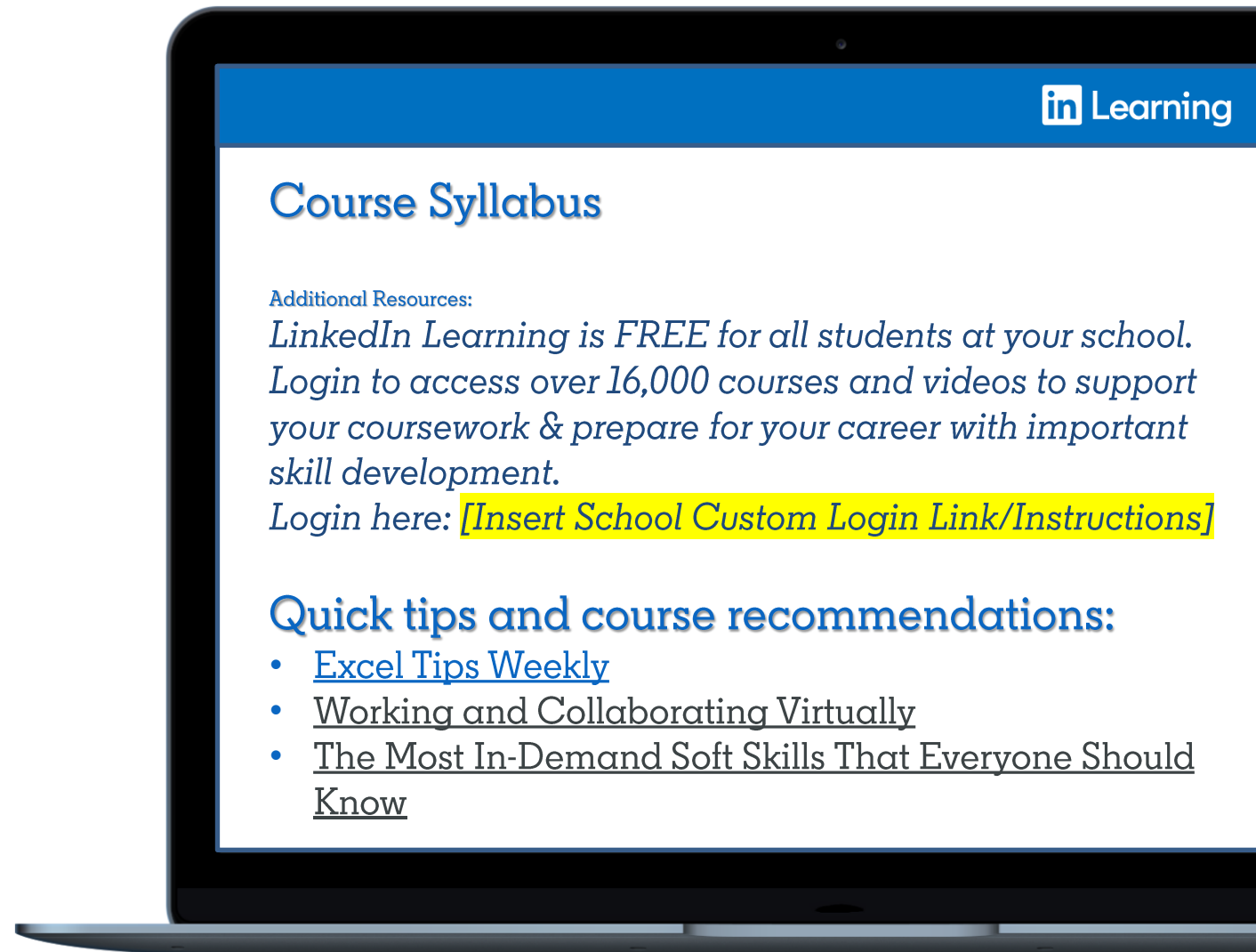
As a Sub-admins or Curators, faculty members, managers, or other leaders can create unique Learning Paths melting content directly from LinkedIn Learning AND their own custom content.

Actions and Support	Resources
Empower faculty with <i>Instructor and/or Curator Permissions</i>	<a href="#">Administrator Course</a> <a href="#">Creating Sub-Admins</a>
Provide faculty with a <i>Syllabus Script</i> to add LinkedIn Learning login info to course resources	<a href="#">Setting up Curators</a> <a href="#">Curator Resources</a>
Support <i>Virtual and Hybrid Teaching</i>	<a href="#">Faculty Guide</a> <a href="#">Content Mapping Repository</a>
Supplement and replace textbooks with <i>Curriculum Alignment</i>	<a href="#">Virtual &amp; Hybrid Teaching</a>

## Specific Curriculum? How does LinkedIn Learning fit in?

When your curriculum does not align perfectly with the business, creative, and technology courses of LiL, help students:

- Find LinkedIn & LinkedIn Learning
- Include tips for programs useful for the course
- Start building transferable skills for their future



Have a custom request for your course or program?! Fill out the [Custom Mapping Template \(included in this link\)](#) and return to your Customer Success Manager for FREE mapping support from LinkedIn.