



Writing Clear & Measurable Learning Objectives

Learning Objectives Checklist

- ☐ Is it student-centered? (Focuses on what the learner will do.)
- ☐ Does it contain an observable verb? (Avoid vague verbs like “understand” or “learn.”)
- ☐ Is it measurable? (Can performance be assessed objectively?)
- ☐ Does it include specific criteria (if needed)?
- ☐ Is it aligned with the level of learning expected? (Bloom’s Taxonomy)

Examples: Poor vs. Improved

Poor Objective	Why It’s Ineffective	Improved
Understand marketing concepts	Vague and unmeasurable	Describe key marketing concepts
Learn about APA citation	Not observable	Apply APA citation rules

Bloom’s Taxonomy Reference
<ul style="list-style-type: none">Remember: define, list, recallUnderstand: explain, describe, summarizeApply: use, implement, demonstrateAnalyze: differentiate, compare, examineEvaluate: judge, critique, recommendCreate: construct, design, produce

Quick Formula
The learner will be able to (action verb) (content or skill)
Students will be able to evaluate peer feedback and revise their own research proposal accordingly using a structured rubric.



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This resource helps educators write clear, measurable learning objectives that align with course goals and support effective teaching and assessment.

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