YOUR  
LOGO

**COMPANY NAME**

CURRICULUM DEVELOPMENT PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Name/Organization] as your curriculum development partner. We provide comprehensive curriculum planning, instructional design, and content development to support engaging, standards-aligned learning experiences.  
  
This proposal outlines how we will assist [Client Name] in creating a customized and effective curriculum solution.

# Problem or Opportunity

[Client Name] is looking to develop or update curriculum materials for a specific program, subject, or audience in order to improve educational quality, alignment, and outcomes.

# Proposed Solution

We propose a curriculum development project that includes instructional design, content creation, and alignment with educational standards or training goals.  
  
Key Benefits:  
- Instructionally sound and engaging learning experiences  
- Curriculum tailored to specific learner needs  
- Scalable, adaptable materials with long-term value

# Scope of Work

Our curriculum development services include:  
  
- Needs assessment and curriculum mapping  
- Learning outcomes and standards alignment  
- Syllabus and lesson plan development  
- Content writing and resource development  
- Assessment creation (quizzes, assignments, rubrics)  
- Instructor guides and learner materials

# Timeline

Estimated timeline for curriculum design and development phases:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Needs Assessment | Review goals, audience, standards | [Start Date] |
| Design Phase | Create learning objectives and outline | [Date] |
| Development Phase | Write and assemble curriculum content | [Date] |
| Finalization | Review, revise, and deliver materials | [Completion Date] |

# Pricing

Estimated pricing for full curriculum development services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Needs Assessment | Initial discovery and curriculum mapping | [Amount] |
| Content Development | Lesson plans, assessments, materials | [Amount] |
| Final Review | Revisions and formatting | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Name/Organization] specializes in education consulting and curriculum development across K-12, higher education, and corporate training sectors.  
  
- Experience: [X] years in instructional design and curriculum planning  
- Focus Areas: [Subject Areas or Sectors]  
- Mission: To improve teaching and learning through effective, engaging curriculum design

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Full curriculum design for blended learning program  
- Outcome: Successfully launched with improved learner engagement and instructor feedback  
  
Testimonial:  
“[Your Name] helped us create a curriculum that was both rigorous and accessible. Our instructors now have a solid foundation to build on.” — [Client Name], [Title], [Organization]

# Terms and Conditions

Payment Terms: 50% at project start, 50% upon final delivery.  
Revisions: Includes two revision rounds per unit/module.  
Ownership: Client retains full rights to final deliverables upon payment.

# Acceptance

To proceed with the curriculum development project, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_