# ONLINE LEARNING CREATING AND MARKETING ONLINE COURSES

# **GROUP PROFILE**

Which are you?



- Already have a course online
- Interested in possibly developing an online course
- Just curious about what's going on with online learning

Raise your hand if you have taken an online course



### **AGENDA**

- Key terms
- History of online learning
- Online learning for the corporate sector
- Online learning in the educational sphere
- Online learning aimed at the general public
- Development checklists and next steps

### **KEY TERMS**

- **eLearning:** the original generic term for online learning.
- <u>Learning Management System</u> (LMS) A specialized type of server that runs online courses. It's designed to log students in using a password, play the program, pause the program, track student progress, test comprehension and provide a certificate of completion.
- **SCORM Compliant:** stands for "Shareable Content Objective Reference Model". This is a set of industry standards that ensure that training material can be shared across systems and can play on all LMS systems.
- **Blended Learning:** The combination of an online course followed by a classroom practice session or discussion group.

### HISTORY OF ONLINE LEARNING

- Online learning is a child of the internet that got going around 2005.
- At that time no software programs existed: developers used ADOBE FLASH (which is being retired December 2020).
- The process then was that you hired a programmer to build the course and place it on an LMS.
- You installed the course on your website and then added a pay function.
- Then you had to advertise the course yourself using personal appearances email blasts to existing clients and *Google Adwords*.

## **CORPORATE ONLINE COURSES**

- Around 2010 companies and governments realized that they could provide learning to staff without taking their employees out of the workplace.
- More individuals started to create and privately sell online courses through their personal websites.
- People were still very skeptical and thought that online learning was a very poor substitute for classroom training.
- This was especially true since early online courses were just static sets of slides.

# **CORPORATE ONLINE COURSES**

- The major development around 2010 was the emergence of large online learning companies.
- An early provider was SkillSoft which has a huge catalogue of courses.
- SkillSoft courses are short and snappy. They cover only a few key learning points per course. Early SkillSoft courses were built in house to avoid paying royalties to content providers (this is changing).
- Companies pay a fee (ie: \$ 99.00) per employee for a year of unlimited access to the entire *SkillSoft* course catalogue.



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#### Course Demo

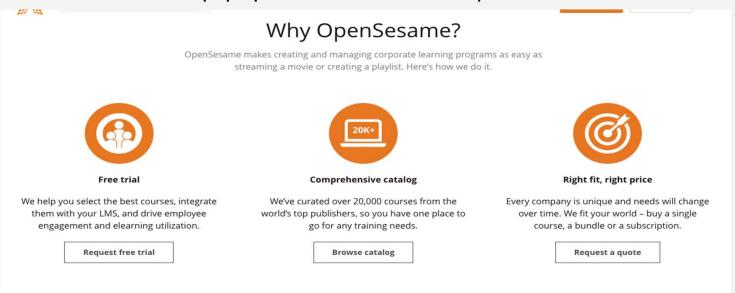
#### Career and Family Challenges for Women Leaders

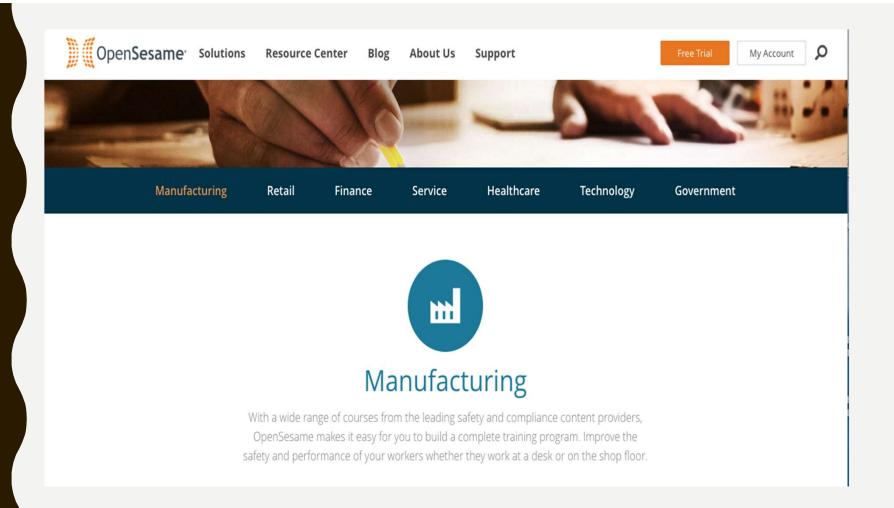
Learn how to build a support system, overcome the perfection mindset, and reframe your limiting beliefs.

**WATCH NOW** 

### **COURSE BROKERS**

• After SkillSoft proved demonstrated that online learning was financially viable, brokers started to pop up. One of the first was Open Sesame:





## TYPICAL CORPORATE COURSE

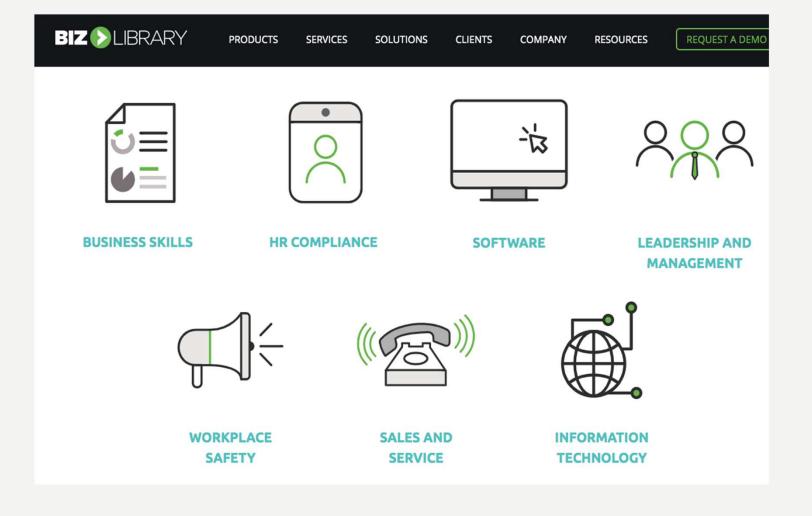
- 30 45 minutes total viewing time is considered ideal
- Estimated at between 25 40 slides
- A mix of facts, drag and drop exercises, videos, summary pages and tests
- Many brokers like longer courses to be broken into segments since learners want to finish short segments and check them off as completed

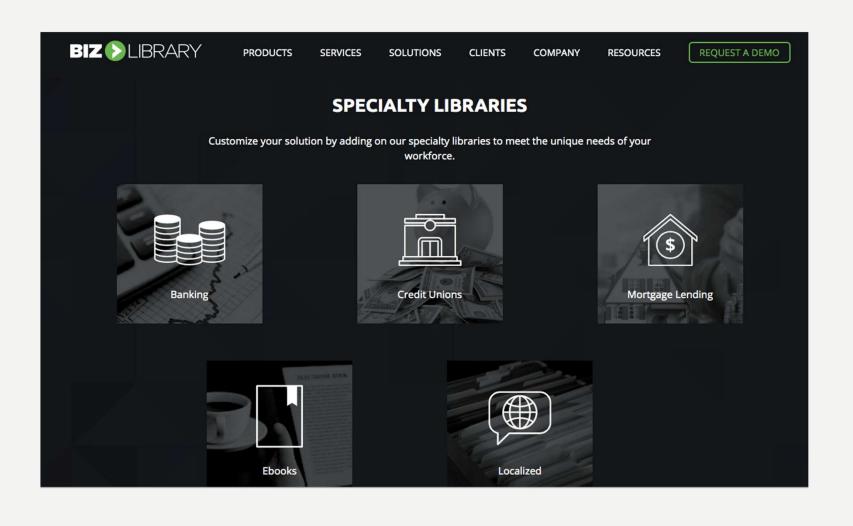
### OTHER CORPORATE BROKERS

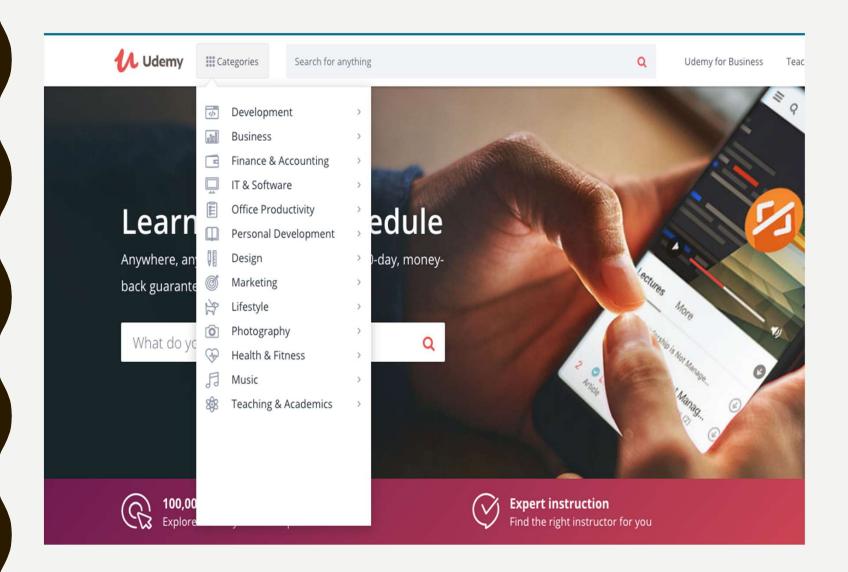
• In the last five years a multitude of new brokers have emerged besides Open Sesame and SkillSoft including:

BizLibrary, Udemy Lynda.com CornerstoneOnDemand/CyberU

• These brokers have marketing staff and corporate buyers.







ONLINE VIDEO COURSES

Lynda.com

#### Lynda.com is now **LinkedIn Learning**

LinkedIn Learning combines 100% of Lynda.com's courses with LinkedIn data to give you personalized learning

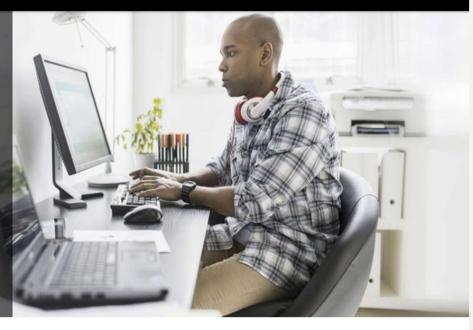
Try Linkedin Learning free for 1-month Hurry, offer ends 03/01/2020.

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#### **Unlimited Access**

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Switch between your computer, tablet, or mobile device.

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# **ONLINE CORPORATE COURSES**

• The biggest topic in corporate online education is.....

# **ONLINE CORPORATE COURSES**

• The biggest topic in corporate online education is.....

**Occupational Health and Safety** 

### OCCUPATIONAL HEALTH AND SAFETY

These courses were once taught live. They are now offered online.



# **SPECIALTY LEARNING SITES**

Many professional groups have created their own online institutes ie:

- Human Resources (SHRM)
- Project Management Institute (PMI)



**APPLY** 

**ABOUT** 

Search

**FAQS** 

ABOUT	SHRM Certification » Abo	out » About SHRM	Certification » S
Why Seek SHRM Certification?	SHRM-CP		
SHRM-CP	SHRM CERTIFIED PI	ROFESSIONAL	(SHRM-CP)
SHRM-SCP	HR professionals who implement policies and strategies, serve as point of contact for staff and stakeholders,		
Descriptions of Exams	deliver HR services, and functions, should take th	perform operatio	nal HR
SHRM Exam Statistics	SHRM-CP ELIGIBILITY REQUIREMENTS		
SHRM Accreditation	Less than a	HR-Related	Non-HR
Body of Competency & Knowledge	Bachelor's Degree*	Program  3 years in	Program 4 years in
Download SHRM BoCK		HR role	HR role
SHRM Certification Commission	Bachelor's Degree	HR-Related Degree	Non-HR Degree
Certification Handbook		1 year in HR role	2 years in HR role
FAQs		.,,,,,,,,	
	Graduate Degree	HR-Related Degree	Non-HR Degree
		Currently in	1 year in

PREPARE

RECERTIFY

HR Role

HR role

#### QUICK RESOURCES

Apply

FOR ORGANIZATIONS

- Application Process
- Eligibility Criteria
- SHRM Foundation Certification Scholarship
- Exam Windows and Fees
- Testing Locations
- Download SHRM Certification Handbook
- Free SHRM Certification Practice Question





Certifications V

Membership v

Learning & Events V

PMBOK® Guide & Standards V

**Business Solutions** 

Learning » Training & Development

#### PMI Online Courses

PMI Talent Triangle ®

> PMI Online Courses

Projectified™

SeminarsWorld®

Webinars

Registered
Education
Providers (R.F.P.s.)

#### Learn, Earn, Advance with Online Courses

Learn the basics in project management or agile. Prepare for the CAPM® exam. Or, maintain your certification status with online courses anytime, anywhere on your schedule. We offer online learning opportunities in every area of project and program management skill development.

All courses are industry-leading quality — and all count for Professional Development Units (PDUs) or Continuing Education Units (CEUs).

# PROFESSIONAL ACCREDITATION

 Many professions require practitioners to take continuing education credits to maintain their licenses





### WHY GO WITH A BROKER?

- They have marketing staff who constantly make sales calls.
- They already have thousand of regular customers.
- They pay the server cost (approximately \$150.- \$200./mo).
- They handle calls and complaints.
- They pay you 50% of gross sales.
- You can also still place your course on your own site and collect 100%.

### **BROKER ARRANGEMENTS**

- The author provides a completed **SCORM** compliant course.
- The broker uploads the course onto their LMS.
- The broker pays the server cost (\$150./mo), markets the course, finds customers, helps them enroll, resolves issues, collects payment.
- The author may set their pricing scale on most broker sites.
- The author gets 50% of the gross fee, usually paid every in 60 days.

### THE DOWNSIDE OF BROKERS

- You pay all the development costs of the course.
- You don't know who the customer is and can't sell other services.
- You only get 50%.
- They pay in 90 days.
- They won't let you to place your course on any other broker's site.
- They many not release you to go elsewhere if the course doesn't sell.

### **USING YOUR OWN WEBSITE**

You don't need to go through a broker:

- Place your course on your own website, linked to a private LMS
- Create your own marketing program (ie: Google Adwords).
- Connect with customers directly and develop a relationship.
- Collect 100% revenue immediately (*PayPal*).
- (PayPal charges a % fee and a monthly \$30.00 account maintenance fee)





#### The Facilitation Tutor Core Skills Program has been designed to teach the essential skills you need to become an effective group facilitator.



- This program is an ideal introduction for those who are unfamiliar with facilitation. It is
  also an excellent refresher of technique for those who have been facilitating for some
  time
- · The program is organized into ten lessons.
- · Each lesson isolates a single, important technique.
- · Each core skill is demonstrated using videos.
- · Theoretical models are clearly and simply explained.
- · Interactive exercises and structured practice activities make the lesson engaging.
- · Each lesson is supported by downloadable workbook pages.
- · Each participant has unlimited access for six months.
- · A final test allows learners to receive a Certificate of Completion.

SIGN UP NOW

**>>** 



Home e-Learning

ing Certification

Resources

Bookstore

Author Bio

Support

Sign-Up

#### **Corporate/Group Registration**

#### How the program works?

Click on the Sign-Up button below if you'd like to manage and purchase seats for your group.



#### **Individual Registration**

#### How the program works?

Click on the Sign-Up button below if you'd like to purchase and access the program for yourself.







#### Facilitation Core Skills e-Learning Program



#### Lesson 2.2 **The Five Core Practices**

Regardless of the type of meeting, the size of the group or the fact that other process tools may be in use, facilitators constantly use Five Core Practices.

#### They are:

- 1. Staying Neutral
- 2. Listening Actively
- 3. Paraphrasing
- 4. Asking Questions
- 5. Summarizing



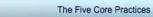






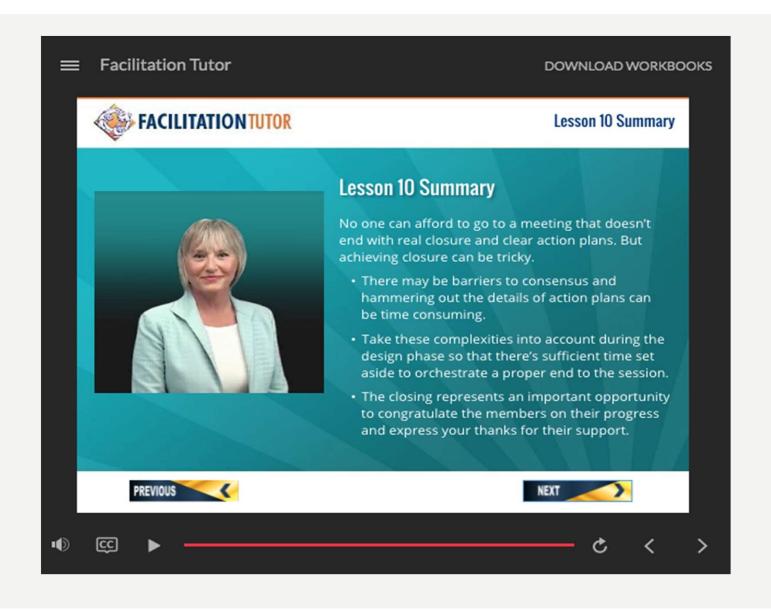


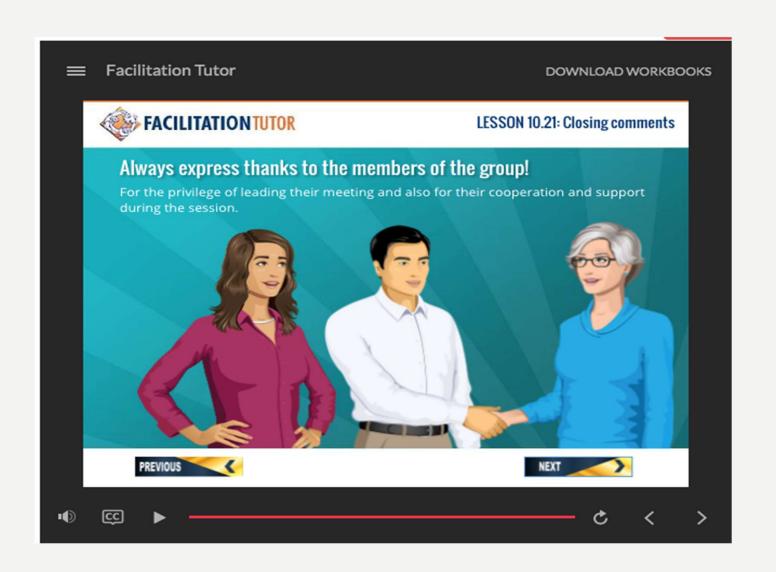




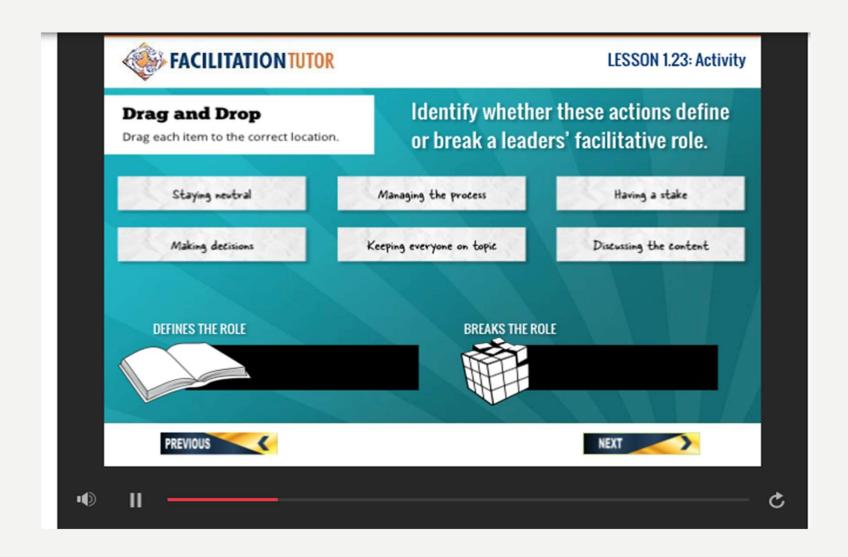












# **COURSE SOFTWARE**

- With the growth of online courses, a multitude of software programs are now available.
- These are usually leased for a period: ie: an annual license for one person: a two year license for 4 6 developers, etc.
- Software can be simple or elaborate.
- Some organizations and most education institutions have their own internal course development platforms.

# TOP 3 COURSE AUTHORING TOOLS

• The three top rated (and most expensive) online software authoring tools are;

- Articulate Storyline
- Adobe Captivate
- Lectora Inspire

### **SOFTWARE FEES AND TERMS**

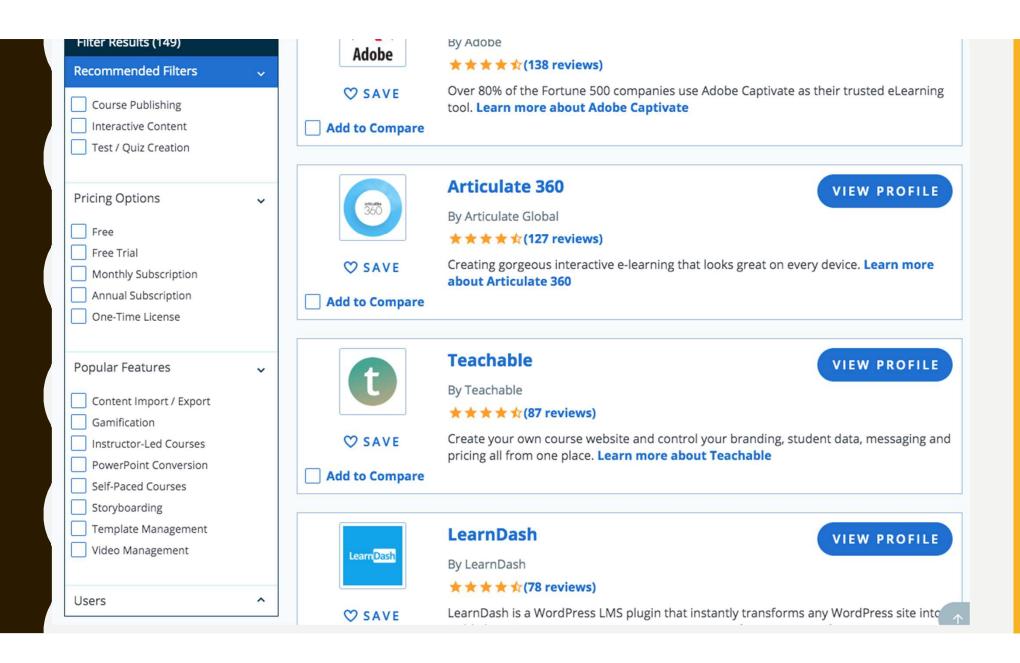
- Articulate is one of the top rated and most expensive
- They charge an annual license fee of \$999.00 for one developer
- They have a wide range of content features like drag and drop, voice over and a huge photo library
- Every software has it's own fee structure
- Some software is free but may have other catches ie: can only be used on the host site or may not be **SCORM** compliant

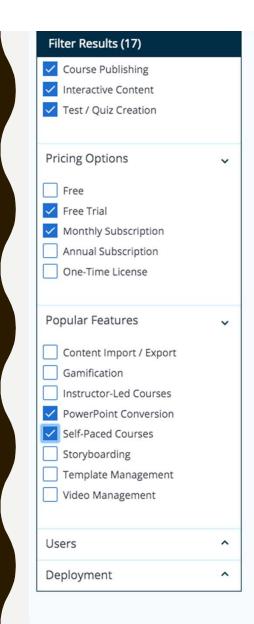
## **COURSE AUTHORING TOOLS**

There are hundreds to chose from.

Search for ..... Online Course Authoring Tools

You will get to sites like Captera







C SAVE

#### **TalentLMS**

VISIT WEBSITE [2]

By Epignosis

★ ★ ★ ★ ★ (313 reviews)

Add to Compare file typ

An award-winning LMS with tools that can help you build and distribute different types of online courses from scratch. Be a course creator in a few easy clicks, use all the different file types and multimedia we support (iFrame, SCORM, presentations, etc.), and explore the simple interface. Now, you don't need separate software to build and deliver courses. With TalentLMS, you can do both. Set up your free account in less than a minute, and start building courses you're proud of. Learn more about TalentLMS



#### **Travitor**

VISIT WEBSITE 🖸

By Travitor

★ ★ ★ ★ ★ (37 reviews)

Add to Compare

O SAVE

Ranked Most User-Friendly. Simplify learning at work. Now with Performance Management (by Performance Pro) included for one year. The power of Learning + Performance. Create, Assign, Collaborate, and make sure everyone is on track. 200+ courses included. Compliance, Safety, Software, Business skills, and more. Let the learning begin. Start your free trial. Learn more about Travitor



#### **Academy Of Mine**

VISIT WEBSITE 🔼

By Academy Of Mine

\* \* \* \* (31 reviews)

♥ SAVE

Add to Compare

A 2019 Capterra Best Value platform. Customizable. Scalable. Robust. Adaptable to your exact business needs, the Academy Of Mine all-in-one platform empowers you to create, sell and market your courses in professional training, continuing education and certification. Customize existing features or build new features. Via API, integrate with the external software you rely on. SCORM/xAPI compliant. Craft interactive content with PPT, PDF, video and more. Clients include HarperCollins and USC. Learn more about

# Create your first iSpring course in minutes

Free Download

Outstanding mobile-friendly eLearning starts with a simple PowerPoint presentation. You can quickly add a video narration, shoot a screencast, insert a quiz and more. Once everything is ready, just click Publish and upload your course to LMS.

### Develop amazing content for any training goal

More v



# Develop communication skills with interactive role-plays

Train your sales representatives and call center operators in a safe-to-fail environment with iSpring Suite.

Turn existing scripts into captivating role-play simulations. Simply choose a character and build the dialogue scenario in a super easy drag-and-drop editor. No design or technical skills required

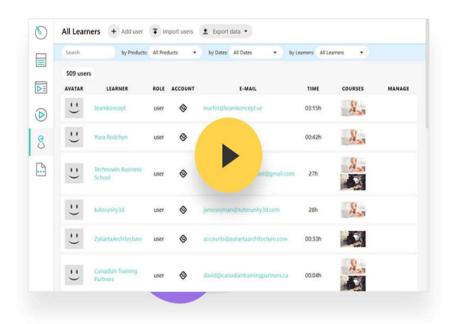


# Create and sell online courses from your own website

The best online course platform for creating, selling and promoting your online courses. Start monetizing your skills, experiences and your audience.

Enter your email here

**Get Started Free** 



Trusted by













### ONLINE LEARNING IN EDUCATION

- Falls into 2 categories:
  - Internal courses: courses built by instructors inside schools using their school's development platform (ie: BlackBoard) and shown only to students on the school's LMS
  - External courses: courses built by both educators and other experts that are sold by education brokers to people hoping to acquire new skills.



First, please make sure that you ALWAYS read through ALL the **Announcements** for this class.

Take a look at this Overview Video & of the class. (Video length: 1 minute and 49 seconds) (Overview Video Script PDF (1))

Then please watch this Navigation Tutorial Video & (Video length: 11 minutes and 2 seconds) (Navigation Tutorial Video Script PDF). 

↑

A special <u>video message for transfer students</u>



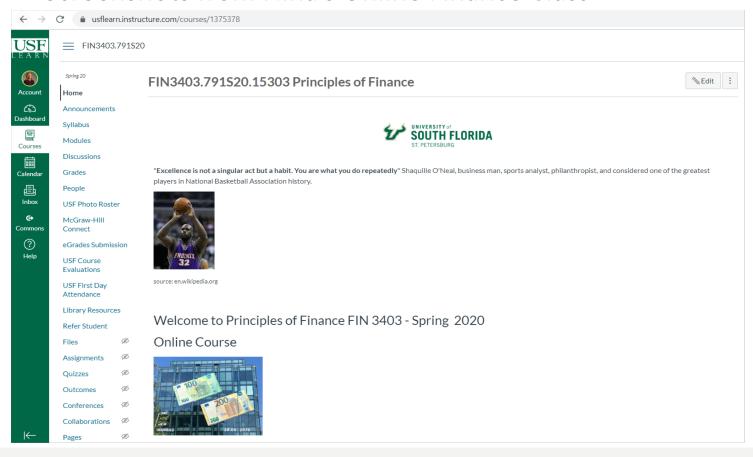
#### (Transfer Student Script.docx)

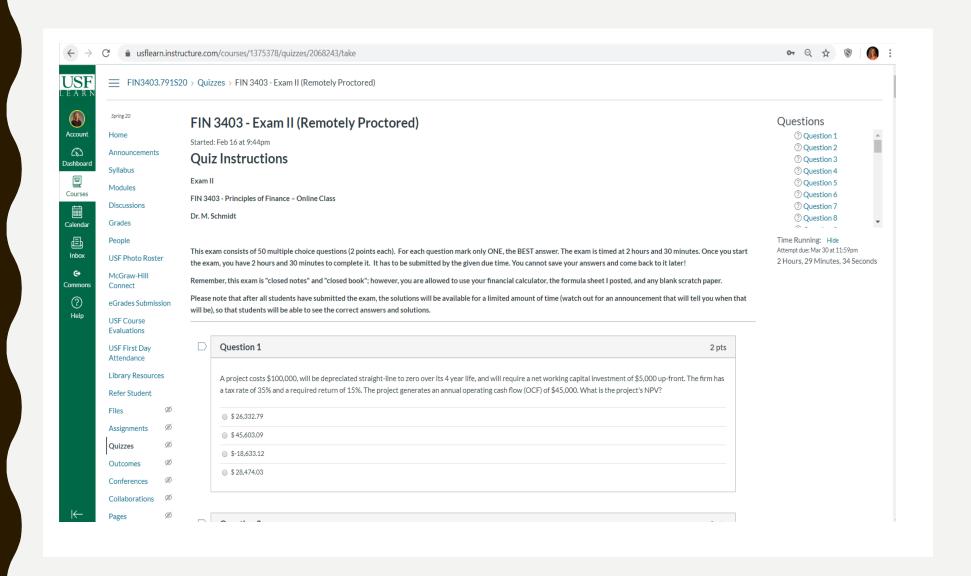
Next, be sure to complete all the steps within <u>Getting Started</u> (also linked at the bottom of this page) to orient yourself to the course. At the end of the getting started module, you will find the <u>Syllabus Quiz</u>. Please complete the quiz by its due date.

#### Meet Your Instructor



### Screenshots from Nina's Online Finance Class





### **MOOCS**

- A Massive Open Online Course is an <u>online course</u> aimed at unlimited participation and open access via the <u>web</u>. In addition to traditional course materials, such as filmed lectures, many MOOCs provide <u>interactive courses</u> with user forums or and immediate feedback to quizzes and assignments. First introduced in 2008 and really took off in 2012.
- Early **MOOCS** often emphasized <u>open licensing</u> of content to promote the reuse and remixing of resources. Recently **MOOCS** charge for credit courses and mini-degrees.

### Welcome to Mooc.org

Mooc.org is an extension of edX.org, a leader in online courses. Whether you're interested in learning for yourself, leveraging online courses to educate your workforce or creating a MOOC, edX can help.

**Browse Online edX Courses** 

#### **About MOOCs**

Massive Open Online Courses (MOOCs) are free online courses available for anyone to enroll. MOOCs provide an affordable and flexible way to learn new skills, advance your career and deliver quality educational experiences at scale.

Millions of people around the world use MOOCs to learn for a variety of reasons, including: career development, changing careers, college preparations, supplemental learning, lifelong learning, corporate eLearning & training, and more.

MOOCs have dramatically changed the way the world learns. Ready to get started?

Browse 2,900+ Online Courses from edX

**MOOC.org** 

What do you want to learn?



For Enterprise

Log In



We collaborate with 190+ leading universities and companies

















### **COURSERA**

- Currently the largest education broker.
- Offers over 2,500 courses
- Started out being mostly free (as an MOOC)
- Most courses cost from \$30. to \$100. for a single topic
- Coursera has I 30 specializations which are whole programs that cost \$\$\$ but get you a Nano-degrees
- Taught largely by professors, but will accept courses from outside experts.

### **EDUCATION BROKERS**



Courses → Programs & Degrees → Schools & Partners edX for Business

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More About Partnerings

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### Schools and Partners

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### **EDX COURSES FOR THE PUBLIC**

































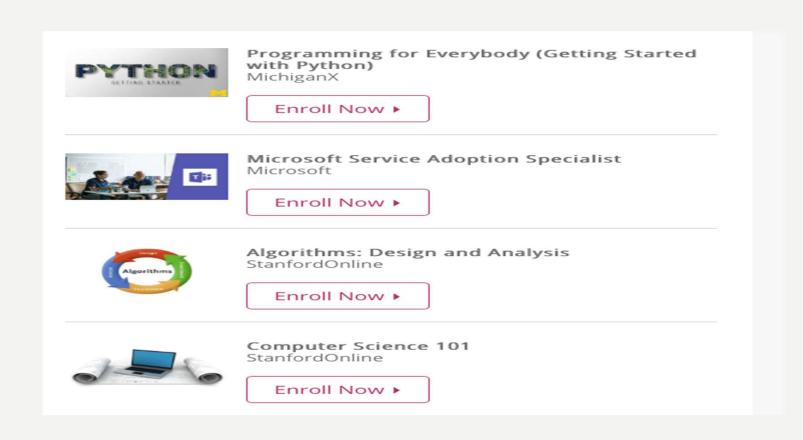


See All Schools & **Partners** 

## **EDX**

- Has over 2,500 hundred courses
- Some are still free
- Instead of Nano-degrees they give a MicroMaster degrees
- Taught by both experts and professors
- The number one area for online learning on edX is....

## **TECHNOLOGY OF COURSE!**



### **UDACITY**

#### The world's largest selection of courses

Choose from 100,000 online video courses with new additions published every month

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An Entire MBA in 1 Course: Award Winning Busine...

Chris Haroun, Complete Business Educati...

4.5 \* \* \* \* (31,423)

\$11.99 \$199.99

Bestseller



The Complete SQL Bootcamp

Jose Portilla

4.6 \*\*\*\* (54,856)

\$11.99 \$194.99

Bestseller



The Complete Financial Analyst Course 2020

365 Careers

4.5 \*\*\* (28,586)

\$13.99 \$194.99

Bestseller



PMP Exam Prep Seminar -PMBOK Guide 6

Joseph Phillips

4.6 \*\*\* (39,564)

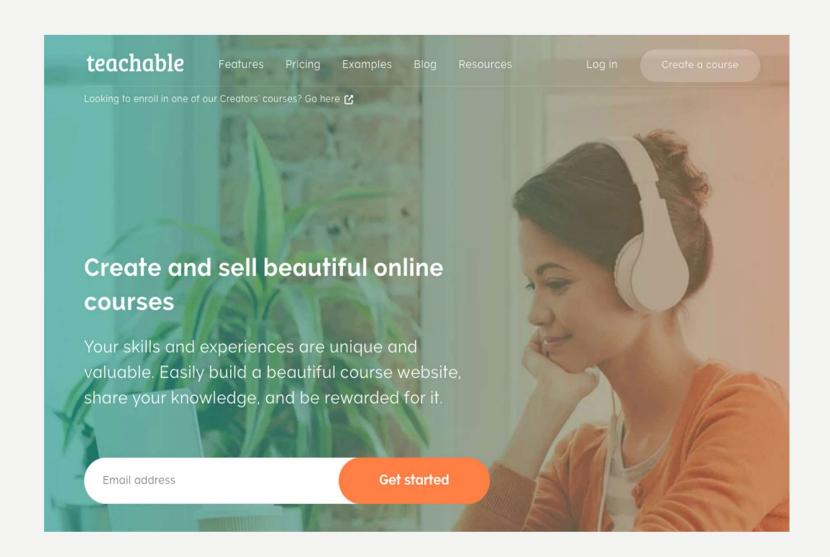
\$13.99 \$199.99

Bestseller

### **UDACITY**

- Individual courses taught by professors from institutions like Stanford
- Udacity gives Nano-degrees
- Inexpensive to buy an individual courses
- Can cost thousands for an entire suite of courses that give you a minidegree. These sets of courses feature interaction with a mentor, discussion groups, feedback and grading.





### Everything is Teachable

Join the 68,000+ instructors who use Teachable to share their knowledge. Easily create an online course with our powerful yet simple all-in-one platform.

$$18m + -186k + -68k + -\$338m + \\ \text{Students learning} \qquad \text{Active courses} \qquad \text{Instructors online} \qquad \text{Earned by instructors}$$

Instructors online

Active courses

#### **Effortless setup**

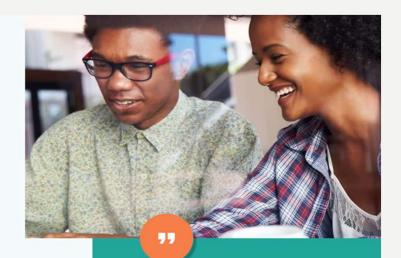
With just a few clicks, you'll get a fully functioning school with learning management, payment gateways, and sales & marketing tools.

#### **Exceptional learning experience**

Your content is your greatest asset. Take it to the next level with Teachable's top-notch virtual classroom experience.

#### Simple yet powerful website customization

Get a professional website out-of-the-box with minimal configuration necessary. Plus, enjoy full control to personalize any aspect of it.



"I've used Teachable to sell hundreds of thousands of dollars in online courses. If you are thinking of creating your own online course, Teachable is the place to be."

Melyssa Griffin, <u>MelyssaGriffin.com</u>

### **SELLING TO SCHOOLS**

- Individuals who are experts in their field can sell to educational institutions.
- Courses are evaluated for their uniqueness and need.
- Courses must be eligible for education credits.
- Accreditation must be applied for with each school and sometimes in each state, for each course.
- Once a course is part of the curriculum, it might end up brokered on the school's online learning site which means any school can use it.

### ONLINE LEARNING FOR THE PUBLIC

- You can create courses aimed at the general public that are not linked to a career skill nor are part of an educational program
- Can you guess the #I selling course for the general public?





Start Free Trial



#### We Curate the World's Greatest Professors

Remember your favorite teachers from school? We have 700 of them. Hailing from prestigious universities and institutions, our renowned subject-matter experts are vetted and hand-selected for their ability to teach and to make even the most complex concepts accessible and enjoyable.

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You'll get access to exclusive content from our partners—renowned organizations such as National Geographic, History®, Smithsonian, the Mayo Clinic, and The Culinary Institute of America.

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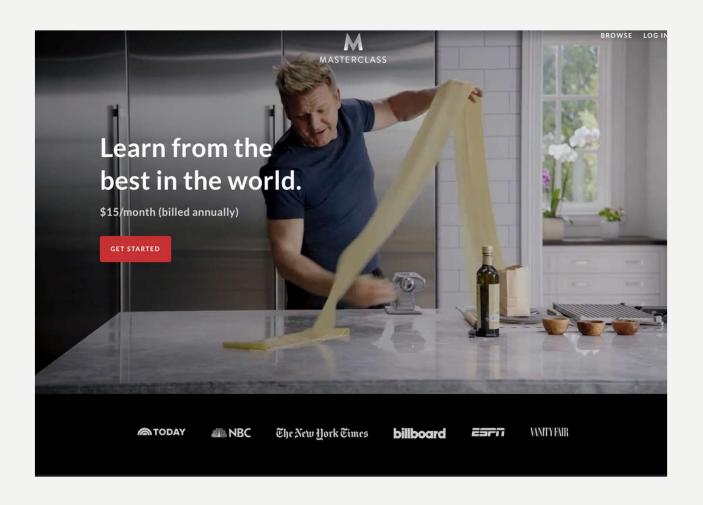












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Browse thousands of free classes for your career, passions and everything in between. Our classes are taught by the world's best practitioners in design, business, photography and more.

Last 6 Months V



57,935 students 1h 7m

Digital Illustration: Learn to Use Procreate

Jarom Vogel

64,418 students

**Graphic Design Basics: Core Principles** for Visual Design

Ellen Lupton



29,613 students

Basic Skills / Week 1: Day 1: How to Begin: THE ART & SCIENCE OF DRAWING

**Brent Eviston** 

31m







# Gail Condrick



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Services

**Events and Classes** 

**Publications** 

Biography

Peacock Cottage Retreats

Links

E-Mail

#### Classes and Events for 2020

#### Special Events with Gail

Join Gail for Special Events including:
Women's Weekends
Sacred Contracts Archetypal Analysis Courses
Writing Retreats
Creativity Courses in Writing and
Destiny Is In Your Closet.

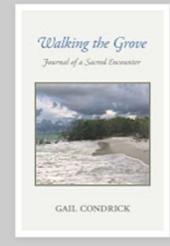
**NEW!** Online Course with Gail

Deeping Your Connection with Nature Create Your Own Journal of a Sacred Encounter Begins January 8!

#### ONLINE COURSE STARTS SOON!

Deepening Your Connection with Nature: Creating Your Own Journal of a Sacred Encounter

I'd love to have you join me for this new online course that has grown out of my recently published book, Walking the Grove: Journal of a Sacred Encounter.



The course starts on January 8th and runs through February 5, 2020.

In this course you will explore various methods for experiencing nature as a vehicle for a relationship with the Sacred. You'll create a journal for recording the experiences you have and the revelations and messages you receive. You'll be guided in setting up a personal routine for your appointments with nature. You'll explore the plants and animals and weather in the area you select.

The course will be offered via a secret Facebook group. Assignments will be posted there, and you will also be able to post your questions and your responses to the assignments, and any of the revelations you receive. Interaction with the group is encouraged.

You are also welcome to email me throughout the duration of the course if there are experiences that you prefer not to share in the group. Typically I'm able to respond within 24 hours of receiving your email.

You will work through the course materials at your own pace, and there are no specific requirements for you to be online at any particular time.

### **GETTING STARTED**

- 1. Do your research to find our which content is already out there.
- 2. Create a content outline: write bullet points, create exercises, write workbook pages, create a test.
- 3. Lease software or use institutional software on a speicalty site.
- 4. Convey the content into the software format yourself or hire developers.
- 5. Place your course onto an LMS linked to your personal webpage.
- 6. Create registration, tracking and payment functions.
- 7. In addition, search for a broker that has favorable terms and a large audience.

# THE COST OF CREATING AN ONLINE COURSE

- Your writing and editing time (unpaid).
- The cost of leasing software (\$299. \$999./yr) or hiring tech people \$\$\$.
- The space rental cost on an LMS (\$150/mo).
- Monthly *PayPal* account fees (\$30.00/mo) & 3% of all transactions.
- The cost of creating/adapting your website to add a portal and pay functions.
- Ongoing time to respond to questions and resolve customer issues.

### **INCOME POTENTIAL**

- Most courses will make less than \$2,000./yr.
- A good course will make \$ 2,000. \$ 5,000./yr
- A unique and well-brokered course could make \$ 5,000.- \$10,000./yr
- A best-selling course can make \$ upwards of \$ 15,000./yr
- A few make much more.

### **ONLINE DEVELOPERS GROUP**

### Ingrid@facilitationtutor.com

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