



# CREATING A SUCCESSFUL ONLINE COURSE



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# Introduction



From time to time, we are experiencing distinct revolutionary changes and innovations from different fields. With the use and the engagement of information and communication technology, we are continuously introducing many convenient ways of living and learning. One area which has been influenced by the innovation brought to us by ICT is the learning discipline. It has brought a significant impact on both learners and educators.

There is a massive advantage of using technology to support both teaching and learning. Through this, technology introduces classrooms with digital learning tools, such as computers and portable devices. It develops course offerings, experiences, understanding, as well as learning materials. We can also seek for 24/7 learning support. Moreover, technology helps in building and strengthening the 21st-century skills and aids in increasing student engagement and motivation, accelerating their learning. This idea links educators to learners with professional content, resources, and systems to help them improve and develop their instruction and personalized learning.





Online learning opportunities, together with the use of open educational resources and other technologies, can expand educational efficiency. It can also continue by fast-tracking and facilitating the rate of learning, cutting down costs associated with instructional materials, and program delivery—a better way of making use of teacher time.

An existing platform that conveys these features brought by both technology and learning can have a look in many online schools and websites which mainly offers online learning courses. An online course is a series of educational experiences using the digital network for communication, learning, and discussion. This type of learning method does not require face-to-face interaction in a physical location. This feature makes it very convenient to many because they tend to experience learning across different locations 24 hours a day, seven times a week.

Online courses are available for both academic purposes and different specializations. In the academe, students use the internet as a medium of learning. Students are required to download course material through the internet, upload tasks and assignments, go through online assessments, and communicate with lecturers and staff. Online courses also serve as extended learning for students. For example, if they have struggles understanding their statistic lessons, they can enrol in some short courses, which will help them improve their understanding and aid them in passing the subject.

On the other hand, for those individuals who want to specialize in some skills (virtual assistants, content writers, web developers, etcetera); they use this platform to acquire, learn, and develop their abilities and enhancements their competencies.





Online learning classes obviously cannot provide many of the regular social interaction's learners have at an environmental learning organization and is far different from individuals who have a visual or kinesthetic way of learning. But some existing researches still give us information on how effective and convenient it is. A review of online education and its effective practice finds out that online instruction will be recommended as useful when there is a

1. Well-designed and organized course content, prompt interaction between the instructor and the learners, a well-prepared and fully-supported instructors;
2. Building a sense of online learning community and;
3. Using the swift advancement of technology.



But obviously, how can we enroll and attend online learning courses without any current course offerings and accessible resource persons, right? Behind these successful online learning courses is the expertise of an individual or a community who demonstrates and shares their knowledge and experiences through online learning courses. If you have an existing blog or website, you can extend its content by creating an online course. Upon forming the said subject, it will not just give you the advantage to present yourself as the leader of your chosen industry, but also makes a significant amount of money.

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According to the data presented in the Global Corporate E-Learning Market Research Report, global corporate e-learning market unions, achievements, and joint courses recommend increasing. It will also enhance the economic dynamics of the industry, subsequently driving the market growth over the review period of 2019 to 2022. The study shows two types, wherein technology type includes Mobile E-Learning, Podcasts, Web-Based, Virtual Classrooms, and Learning Content Management Systems, while training type includes Outsourced, Instructor-led, and Text-based.





On the other hand, an online course platform, Teachable, provided data that instructors in their site are earning an average of more than \$5,000 from their courses. There is a huge difference when comparing their average income to website bloggers and YouTubers who can't even make more than \$1,000 per month. So, there's a significant potential for making money through online education.

