




# HOW TO CREATE 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.





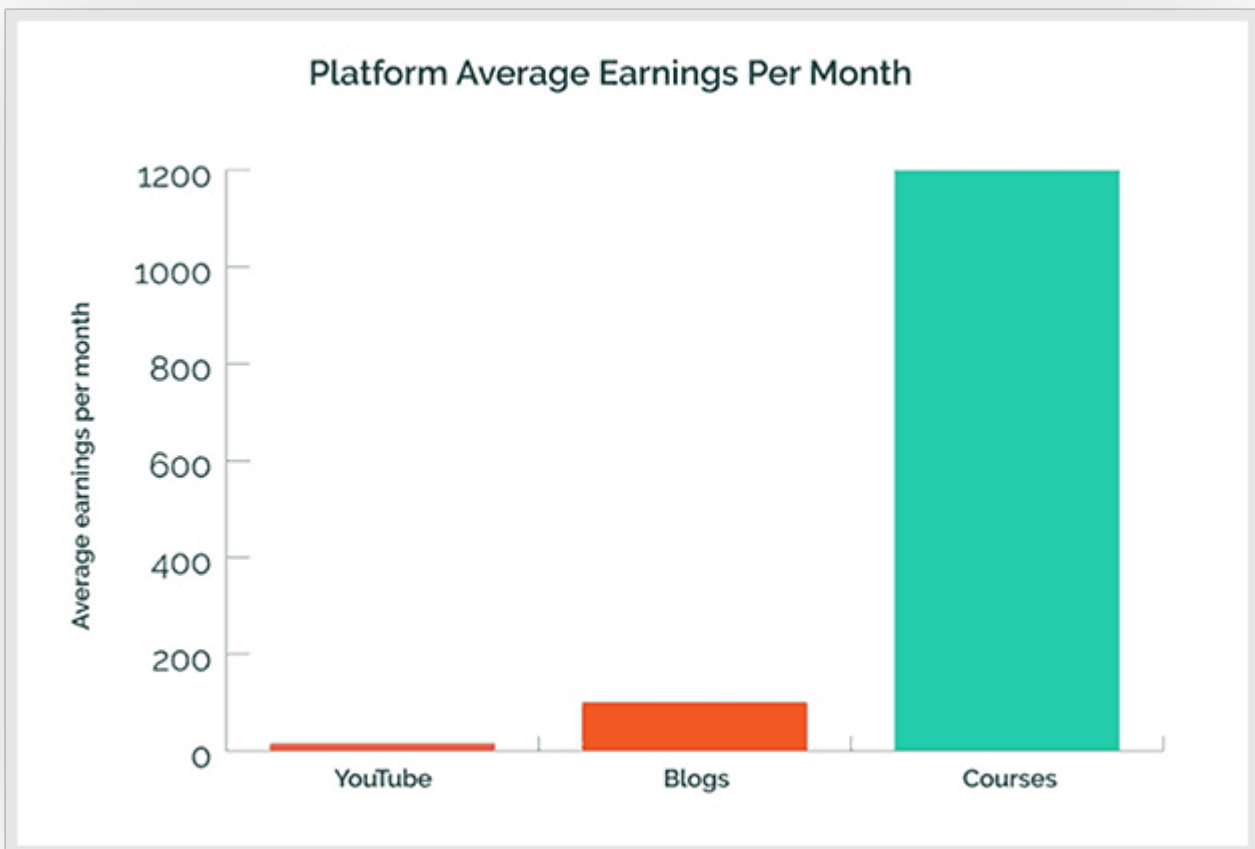
On the other hand, an online course platform, Teachable, provided data that instructors in their site are earning an average of more than \$5,000 from their courses. There is a huge difference when comparing their average income to website bloggers and YouTubers who can't even make more than \$1,000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





As a potential instructor, realizing you have an advanced understanding that people want to learn about, you now have time designing an online course and teaching with some essential resources while earning a considerable amount of money. Think about it. If you have a specialized understanding that you know people would value, and you can provide the organization that will allow them to learn, you might have gold on your hands. Creating and designing an online course is an excellent option for that. But how can we create a unique online course for which everyone will be comfortable to register?

*In this article, we will show you the steps and considerations in creating a successful online course.*





# Chapter 1:

# Identify your Course Topic





Creating an online course is another way of teaching others our exact methods on how to find success. First and foremost, ask yourself why you should even build an online course? What can you offer to the global marketplace? Are you ready for a full-blown commitment?

As a starter pack, consider the innovation conveyed by the information and communication technology that brought some essential and fundamental changes happening in education today. If you are still thinking of teaching in the context of using lecture rooms and chalkboards, think again. Before creating an online course, examining the teaching setting and how it works is crucial.

## Choose a Topic

*"The entrepreneur always searches for change, responds to it, and exploits it as an opportunity." – Peter Drucker.*

In creating an online course, the first step you need to do is to define the problem and come up with the right idea. Try to think of something which will try to solve a problem which you can offer for people to value. You have to deal with some kind of discomfort and just wanted that there is something out there that could make your life just that little bit easier. Providing solution upon a crisis that you already know exists means that there are people out there that are experiencing the same thing and are looking for answers.





After identifying the problem, define your possible expertise that will become its solution. It should be something that you love and passionate about, or else it will make your training sessions as engaging as a cardboard sandwich. Think about the skills, talents, and knowledge that you've experienced. In other words, if you love your topic, you are good at it, and you have experience (formal or life), then you have a problem that will work for you.

## Choose a High Market Demand Course Idea

After choosing the topic you wanted, do some market research to see if it has a market high market demand. Please do not take it as a negative point when you found out that you have chosen a course topic with a high level of competitors. Do not change it! When it is popular, it is an excellent sign that your course idea will be powerful.

Lots of topic competition in your area displays that there is a high chance of there being a strong market demand for that course idea and is therefore well worth investigating further. In doing your market-testing strategies, here are the three things you need to check and consider:

1. Do people talk about it?
2. Are they asking lots of questions about it?
3. Is there a gap in what the competition is offering?

If you have three yeses to these three questions and have a similar but different idea from what is out there, then there is a chance that your chosen course topic will become a best-seller.





# Chapter 2:

# Smoke Testing and Validation

