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LEARNING
DEVELOPMENT
AND
MARKETING

LAST WEEK:

THE COURSE & LESSON CREATION PROCESS

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LAST WEEK:

THE COURSE & LESSON CREATION PROCESS

Define the Main Course Objectives

Target Audience Analysis

Module and Topic Analysis

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LESSON #7

E-Learning Platform Selection

“E-Learning Platform Selection”

“E-Learning Platform Selection”

TWO CRITERIA THAT YOU SHOULD CONSIDER

Business Model
(Discussed in Lesson 2)

"Quick Review on E-learning Business Models"

- CONSULTANT E-LEARNING BIZ MODEL
- LEAD GENERATION E-LEARNING BIZ MODEL
- WORKSHOP/BOOTCAMP E-LEARNING BIZ MODEL
- FLAGSHIP E-LEARNING BIZ MODEL
- UNIVERSITY E-LEARNING BIZ MODEL
- MARKETPLACE E-LEARNING BIZ MODEL
- VIRTUAL CONFERENCES E-LEARNING BIZ MODEL

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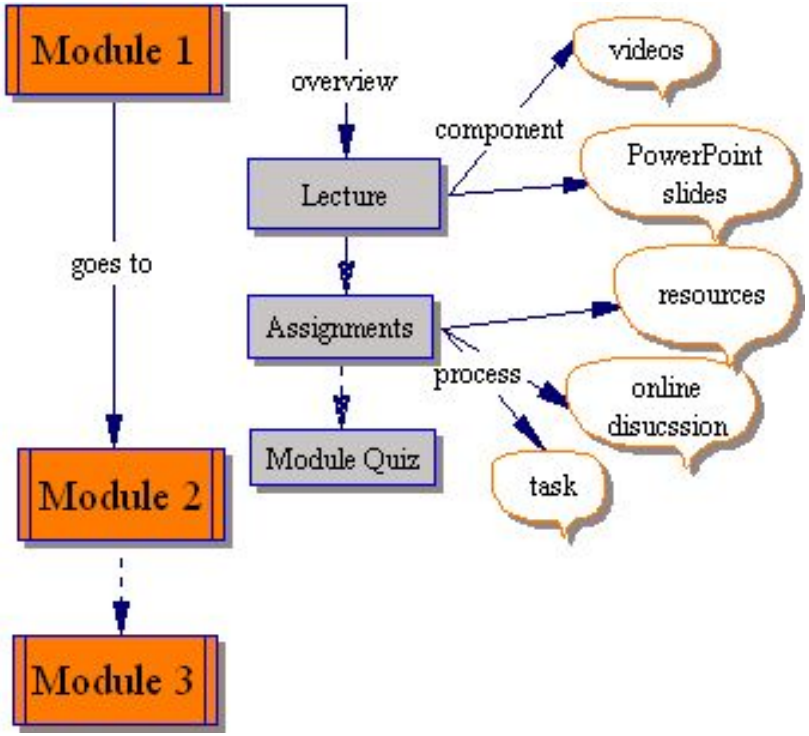
“E-Learning Platform Selection”

TWO CRITERIA THAT YOU SHOULD CONSIDER

Business Model
(Discussed in Lesson 2)



Course & Lesson Delivery
(Discussed in Lesson 5 & 6)

“Platforms Based on Business Model”

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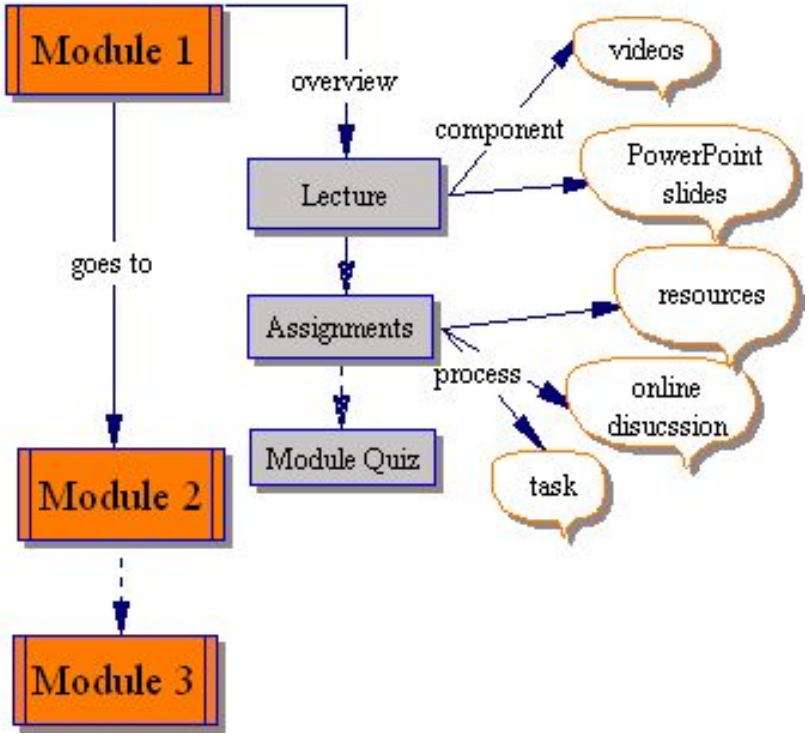
“E-Learning Platform Selection”

TWO CRITERIA THAT YOU SHOULD CONSIDER

Business Model
(Discussed in Lesson 2)



Course & Lesson Delivery
(Discussed in Lesson 5 & 6)

“Develop or Use Existing Platforms?”

Use Existing

Develop from Scratch

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“Different E-learning Platforms”

(IF YOU PLAN TO SELL YOUR TRAINING PROGRAMS AND EXPERTISE)

Google Helpouts

fiverr

Anything For $5

udemy

Ask the expert

Skillfeed

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“Different E-learning Platforms”

(IF THE TRAINING IS FOR COMPANY OR EXCLUSIVE ACCESS ONLY)

“Different E-learning Platforms”

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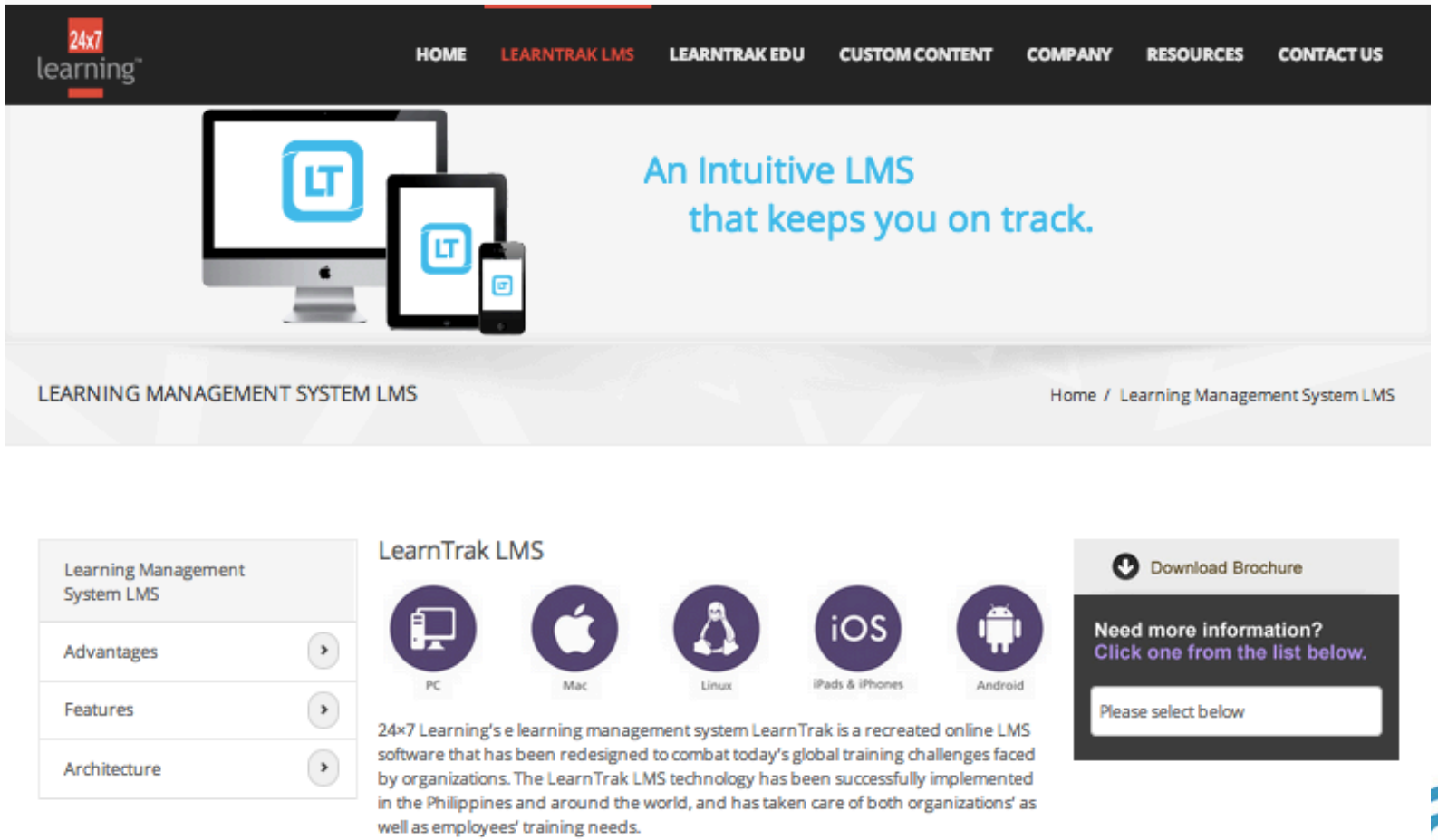
“Different E-learning Platforms”

(IF THE TRAINING IS FOR COMPANY OR EXCLUSIVE ACCESS ONLY)



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“Different E-learning Platforms”

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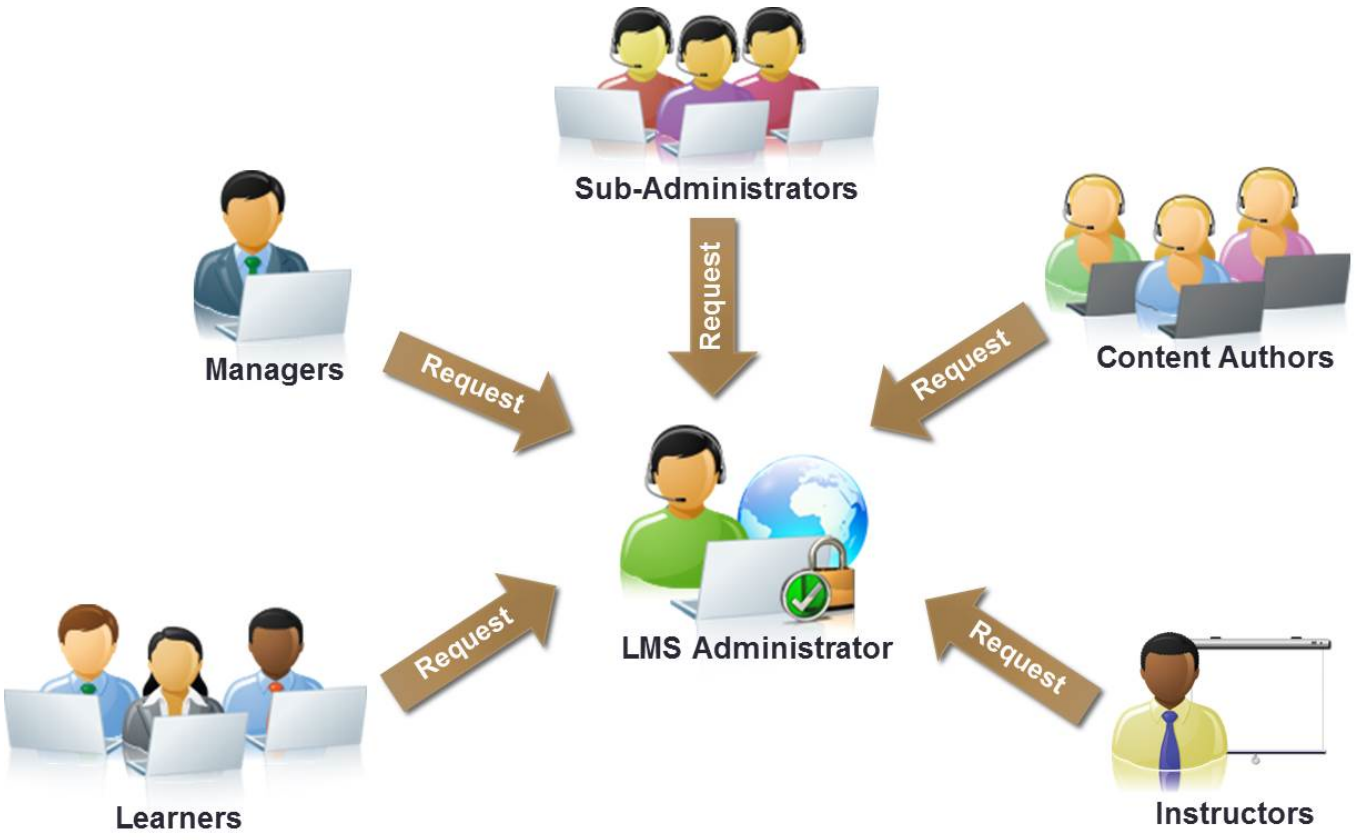

SCENARIO:

Working on a Tight budget but needs a more customized features & Control

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www.flyplugins.com/wp-courseware/

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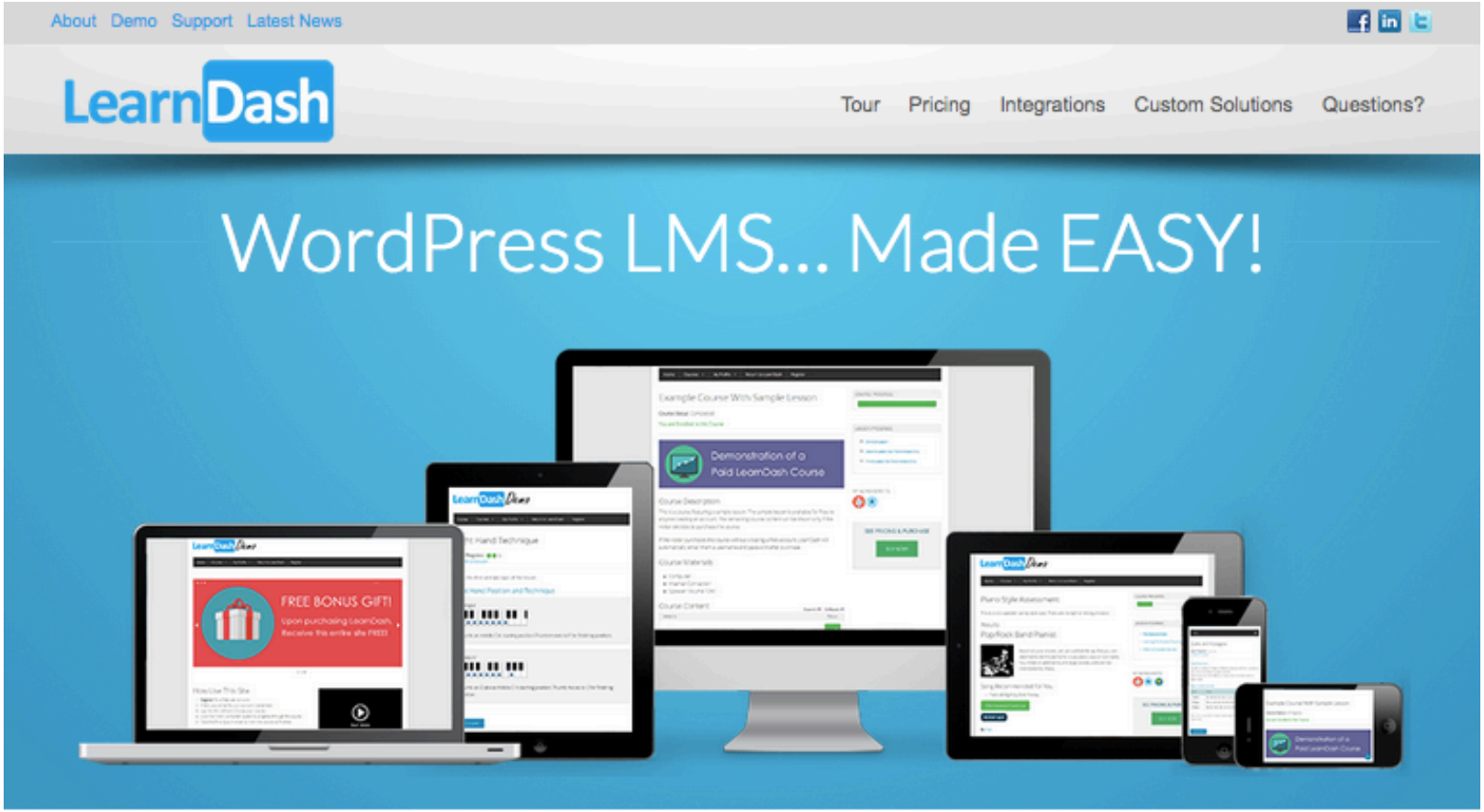

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FINAL TIP

"Choosing the Right E-learning Platform will save you time and money in the long run.

But don't forget to consider one important factor in selecting the platform, the "students or learners" who will use the platform."

NEXT WEEK'S LESSON…

"E-Learning Set-up & Customization"

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