

Guide to Improving Online Course

Retention & Completion Rates

Increase Interactivity



Video Based Learning

- Record your own videos - enhances your presence
- Live videos - bring realistic aspects and experience to the content
- Explain complex and abstract content in an interesting way
- Storytelling and voice-over help connect student to your content



Add interesting resources or personal stories related to your content

- Diverse your learning materials by interesting stories
- Involve an experiential story to attract and engage students in



Create and join a webinar to respond to students' questions

- Check in on your students
- Keep them updated on courses material, any changes and any upcoming events



Increase Motivation



Assessment: Let's learners assess your course to drive them actively discover by themselves

- Assessment needs to be consistent with the study
- Use a wide range of assessment for different learning
- Assessment should have a full level of questions



Engagement: Make learning engaged by adding fun elements to motivate learners

- Optimize multimedia, especially animation
- Break down contents into bite-sized
- Add personalization
- Use engaging videos as a learning material to inspire learners and stimulate hands-on exploration



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