

How to Launch Your Own MOOC

A Step-by-Step Guide to Teaching the World



Massive

Scales to thousands of learners



Open

Accessible to anyone, often free



Online

100% internet-based



Course

Structured learning with a goal

1

Plan & Design

- **Define Your "Why"**
Set goals and identify your target audience
- **Pick Your Platform**
Choose a host like Coursera, edX, etc.
- **Outline Your Course**
Break into weekly modules with clear objectives
- **Storyboard Videos**
Script every lecture and plan visuals

2

Create & Produce

- **Lights, Camera, Action!**
Record high-quality video lectures
- **Gather Resources**
Create slides, readings, and links
- **Build Assessments**
Write quizzes and design assignments

3

Assemble & Launch

- **Build the Course**
Upload everything to your platform
- **Beta Test**
Invite a small group for feedback
- **Revise & Go Live**
Make final tweaks and open enrollment
- **Market It!**
Promote on social media and via email

Chunk Content
(6-10 min videos ideal)



Be a Community Manager



Design for Interaction



Just Lecture



Underestimate Time



Fear Iteration



Need support on designing and developing your MOOCs?

Instructional Designers in XJTLU are happy to help! Scan the QR code and give us more details about your lesson. We will contact you as soon as possible.