

Pricing your E-learning

There are a number of things to consider when pricing your e-learning:

The perceived value of your product; this is dependent on how your prospective customers value your product. If your product covers a very generic subject, which applies to a wide audience, then the value is most definitely lower than if the product has technical content that is more specialised. If the content covers the knowledge requirements of a qualification then the price is likely to be higher. A well-known and valued creator of e-learning is more likely to be able to get a higher price for their products than a little-known creator who has yet to build their reputation. The content is an important consideration; how much content is there, the intellectual level, how useful is it to others and how interactive and innovative it is. The more costly interactivity will include branching and conditional activities that involve sophisticated 'try it out' exercises. An important factor is the competition and the price of similar products. It is certainly worth doing your own research into the price of similar types of products online, even if they don't cover the same type of content.

Important Note: All sellers selling products through the eLearning Marketplace must be the original author of the product and therefore own the copyright.

E-learning Courses

The following price band guide is for e-learning courses with interactive and engaging content and is based on the courses approximate guided learning hours per user.

- 30 minute £ 8 to £20
- 1 hour £10 to £35
- 2 hours £20 to £40
- 5 hours £50 to £100
- Lengthier courses start to drop in GLH value. Complete e-learning courses covering the knowledge requirements for a complete qualification can start from as little as 35p/GLH per user

Annual subscription for unlimited access to complete qualifications is likely to cost from £1000 to £2000.

(We stress that this is only a guide, 2 hour courses that are unique or cover a specialist subject can sell for up to £100, but in setting a price this high you are likely to be significantly reducing the number of potential buyers).