ELEARNINGNEWS ARTICLE

Year 1 - number 1 Wednesday 15 november 2017

5 reasons to invest in the development of customized elearning courses

A good elearning course is always customized, thought and developed to cope with specific training needs

This is the core message of an article written by Anad Timothy and published on "elearning Industry", showing us the **5 main reasons why it is best to invest in the production of customized elearning courses**.

Starting point is that, as of today, training companies and organizations can find a lot of "generic" elearning courses available on the market, to train their employees and students at even very affordable prices.

However, best results can be achieved when investing in customized courses, following 5 simple rules;

1. You know your needs better
2. Custom elearning eliminates the thought of 'One-Size-Fits-All'
3. Not everything is covered under the generic tag
4. Knowledge retention is an added advantage of custom training course development
5. It's not an option to be picked

For all these reasons, this article is very interesting for anyone involved in elearning course design.

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