



# edX E-Learning Course Development

*By Matthew A. Gilbert*

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**edX E-Learning Course Development** By Matthew A. Gilbert

**Design, develop, and deploy an interactive and informative MOOC course for the edX platform**

## About This Book

- Create a curriculum, exercises, and assessments to leverage the interactivity of edX
- Get well versed with preparation, planning, and production techniques of instructional videos
- A step-by-step guide to master the art of managing edX

## Who This Book Is For

If you are an educator creating a course for edX or a corporate trainer using Open edX for large-scale learning and development initiatives, then edX E-Learning Course Development is the ideal book for you.

## What You Will Learn

- How to navigate edX, sign up for Studio, and create your own edX course
- How to use video production best practices and convert your classroom lectures to instructional videos
- How to create engaging assessments and effective exercises that achieve your course's learning objectives
- How to publish an announcement, attach a course syllabus, add instructional pages, and upload course handouts
- How to establish your edX course settings, view and modify course content, and import and export your course
- How to market your course to increase enrollment and create an enjoyable educational experience for your students

## In Detail

edX is an open source learning management system (LMS) and course-authoring

tool that educational institutions and private organizations can use to create massive online open courses (MOOCs) and small private online courses (SPOCs).

This book walks you through the eight essential steps you will take to create your first edX course while teaching you tools and techniques you need to know as an edX instructor. Organized sequentially, each chapter represents a stage in your curriculum development and implementation process.

We begin with an overview of MOOCs and the history of edX; detail curriculum development and video production best practices; explore options for exercises and assessments; address your course's administrative options; and then review your role as a facilitator. Lastly, we suggest a strategy to market your course with traditional tools, edX options, and social media.

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## **edX E-Learning Course Development By Matthew A. Gilbert Bibliography**

- Rank: #3103396 in Books
- Published on: 2015-05-29
- Released on: 2015-05-30
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x .70" w x 7.50" l, 1.18 pounds
- Binding: Paperback
- 282 pages

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## **Editorial Review**

About the Author

### **Matthew A. Gilbert**

Matthew A. Gilbert, MBA, is a business professor and corporate trainer with extensive experience as a writer, marketer, and speaker. He's guided by the motto "learn continuously, live generatively." Skilled in learning management systems such as Blackboard, Canvas, eCollege, edX, and Moodle, he develops and teaches communication, management, and marketing courses for adult learners online, on campus, and in blended learning environments. In corporate settings, he conducts business communication, decision-making, and social media marketing workshops. Having embraced an opportunity overseas, Matthew now teaches undergraduates at a university in Dubai, the United Arab Emirates. A tech-savvy writer, his first book, *edX E-Learning Course Development*, was published for educators with the aim of designing, developing, and deploying MOOC courses on the edX platform. He has also authored scholarly papers, feature articles, and *Doctorious*? a blog about his adventures in academia. He is an unrepentant fan of the Oxford comma; the semicolon is another one of his guilty pleasures. As a marketer and consultant, Matthew has managed people, products, and projects in the education, entertainment, medical device, nonprofit, publishing, travel, and technology sectors. Recognized for his knowledge of social media marketing, he has been called upon to provide expert witness testimony for lawsuits and related research matters. A charismatic speaker, Matthew uses sincerity, humor, and storytelling to connect with audiences; education, leadership, management, social media, and technology are his main topics. Be sure to ask him about his signature speech called *Superman: Manager of Steel*. When asked why teaching is his tenure, he explains, "I embrace education as my profession because it empowers me to help shape the lives of others, while giving my own life greater meaning." For more information about Matthew, you can visit his website at [matthewagilbert.com](http://matthewagilbert.com), connect with him on LinkedIn at [linkedin.com/in/matthewagilbert](https://www.linkedin.com/in/matthewagilbert), or follow him on Twitter at @MatthewAGilbert.

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