



**lynda.com**

# **LYNDA.COM & ONLINE LEARNING**

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Brent Comstock  
BUSI 401 | Persuasive Presentation

\*Citations located at end of presentation



student center

general info

transfer credit

academics

## Student Center

### Academics

[My Class Schedule](#)

[Shopping Cart](#)

[My Planner](#)

[Order an Official Transcript](#)

[or Enrollment Certification](#)

other academic... 

 Deadlines

 URL

#### 2011 Fall Schedule

Class	Schedule
INLS 889-001 LEC (7191)	Fr 10:30AM - 11:30AM Manning - Rm 0304
NURS 957-001 LEC (3597)	Th 1:00PM - 4:00PM Room: TBA

[weekly schedule](#) 

### Finances

#### Financial Aid

[View Financial Aid](#)

other financial... 

#### Account Summary

Your outstanding amount due is 

- Due Now 
- Future Due 0.00

 Holds

No Holds.

 To Do's

No To Do's.

 Enrollment

Enrollment  
You have  
the 2  
sess

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lynda.com is an online education company offering thousands of video courses in software, creative, and business skills

- *Lynda.com*

# TODAY'S AGENDA

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- Discuss the world of online learning
- Learn more about the lynda.com platform
- Start learning with Lynda!
- Conclusion

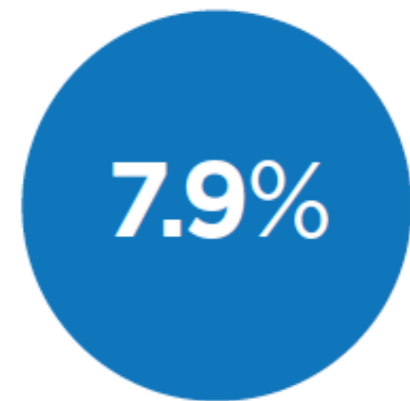
# ONLINE LEARNING

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- A rising industry
- Over 100 million digital resources available
- Lynda is one of many market participants
- MOOC's  
(Massive Open Online Courses)



Worldwide E-Learning  
Market by 2016

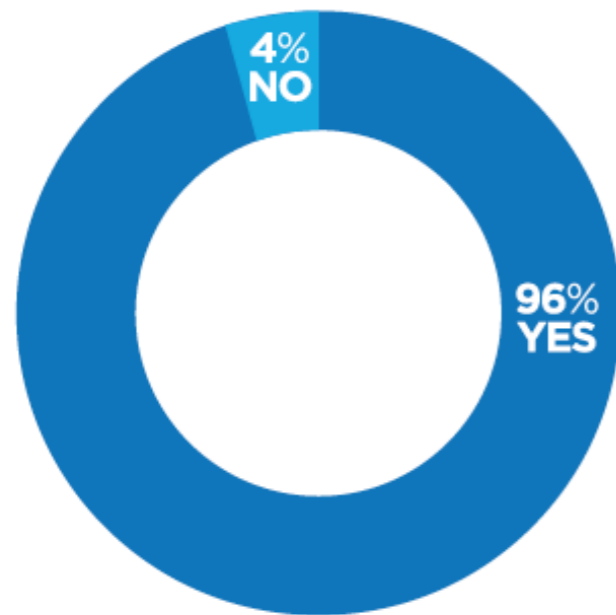


Annual worldwide  
growth rate over the  
period 2012-2016

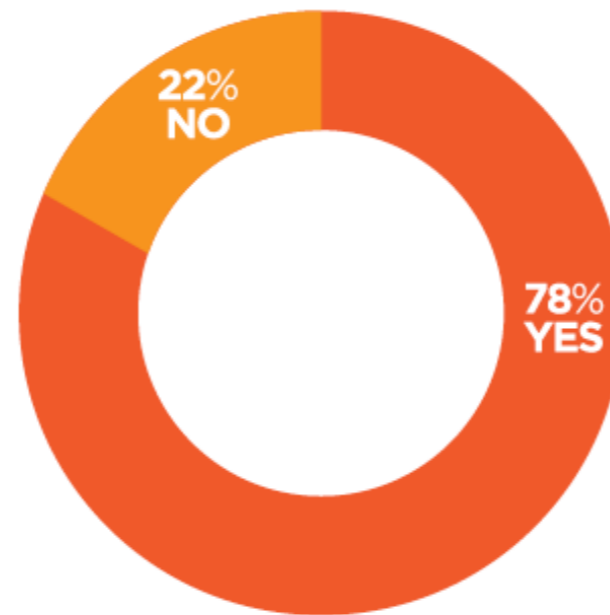
# ONLINE LEARNING

## Continuous education is considered strategic

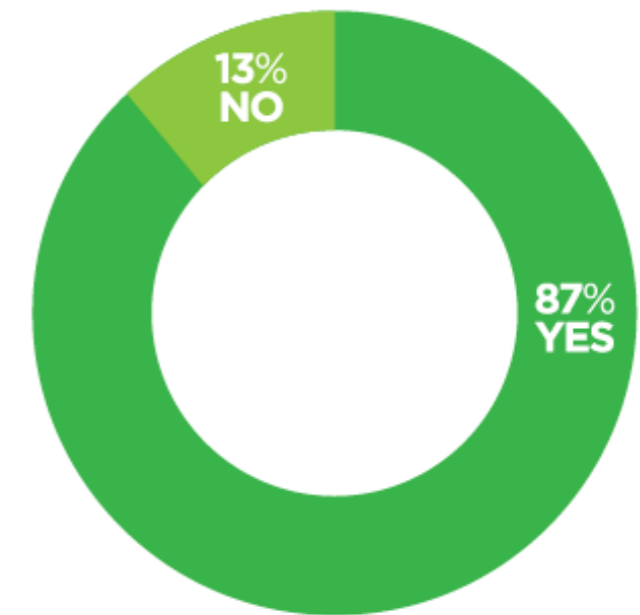
Employers say Ongoing Education has Positive Implications for the Company and the Employee



DOES ONGOING EDUCATION HAVE A POSITIVE IMPACT ON JOB PERFORMANCE?



DOES ONGOING EDUCATION FACTOR INTO PROMOTION AND ADVANCEMENT?



DOES ONGOING EDUCATION AFFECT COMPENSATION AND SALARY?

Employers recognize the impact of ongoing education and reward their employees accordingly.

Source: *Lifelong Education and Labor Market Needs, An EvoLLLution Research Report, 2012*

# HAVE YOU EVER...

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- Photography
- Graphic Design
- Business
- Web Design



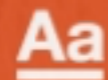
# What do you want to learn today?

Online video tutorials to help you learn software, creative, and business skills.

Developer



Design



Web



Photography



Business



Education



3D + Animation



Video



Audio + Music



Become a member

Join now

More information



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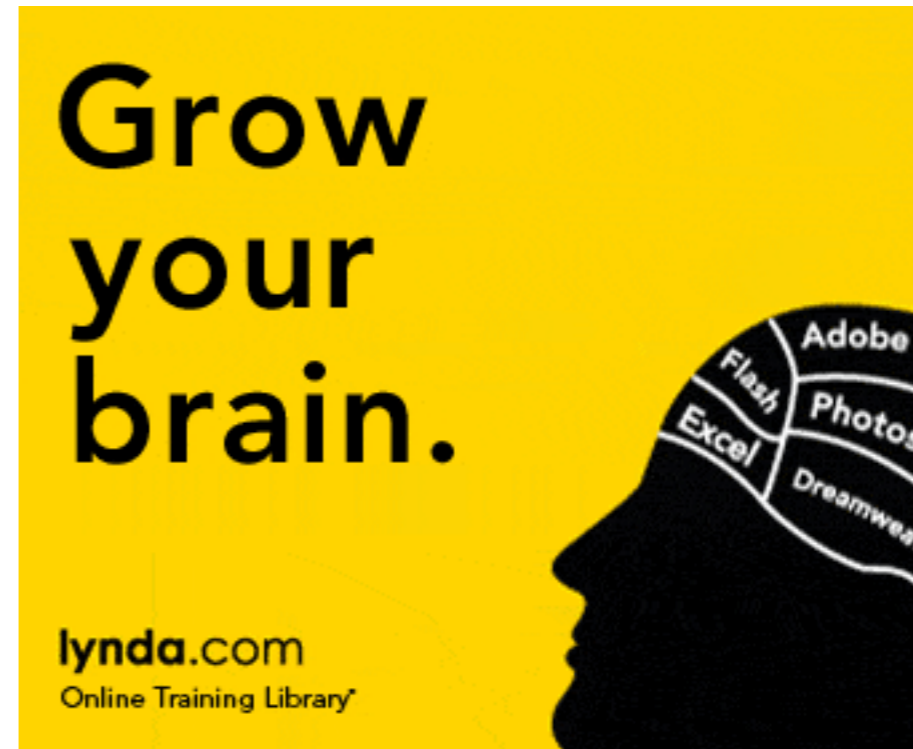
lynda.com is an online education company offering thousands of video courses in software, creative, and business skills

- *Lynda.com*

# LYNDA.COM

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- Online video library for creatives & business professionals
- Over 92,000 videos
- Founded 1995
- Subscription based model



# FOUND ON LYNDA

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- 92,000 videos
- Excel and accounting
- Web design and development
- Resume and career services



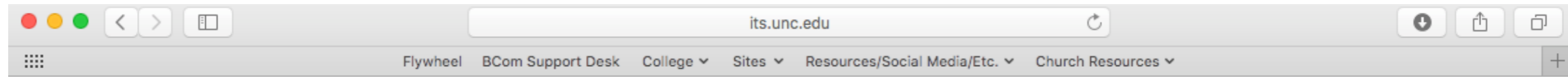
# LYNDA + YOU

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- Used in many lecture classes
- Free to UNC students
- Review and continuing education resource
- Credible, reliable knowledge



# YOU'RE ALREADY SIGNED UP



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# REVIEW AGENDA

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- Discuss the world of online learning
- Learn more about the lynda.com platform
- Start learning with Lynda!
- Conclusion

# QUESTIONS + CONCLUSION

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Visit [its.unc.edu](https://its.unc.edu) to log-in

**Brent Comstock**

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# CITATIONS

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- <https://www.docebo.com/landing/contactform/elearning-market-trends-and-forecast-2014-2016-docebo-report.pdf>
- <http://www.lynda.com>
- <http://tutorials.istudy.psu.edu/academicintegrity/LectureHall.jpg>
- <http://www.xconomy.com/national/2013/03/28/knowledge-when-you-need-it-lynda-com-and-the-rise-of-online-education/>
- <http://www.humanproofdesigns.com/why-lynda-com-is-worth-every-penny/>
- <http://www.lynda.com/aboutus/Benefits.aspx>