



Teaching Center

Teaching
on
UdemyCourse
creation

Marketing

Success
stories

News



Price your course

You can offer your course for a price, a discounted price, or for free. This article will give you some insights into our course pricing options so you can identify the best possible pricing strategy.

Free and paid courses

Some instructors opt to launch their courses as free to generate a following, and then they later switch the course to paid. Keep in mind that while you can change the price of your course at any time, you can switch from free to paid only once.

Courses offered for a fee on Udemy cannot be offered for free on any other platform (like YouTube or another site).

Setting a price for your course

Pricing depends on factors like course duration, depth of content, and your experience and reputation as an instructor. Longer courses, or courses focused on a niche subject or a career skill, can sell for a higher price. Your course can also sell for more by offering more value to students through project-based assignments and personalized feedback.

Setting your course price is a simple 2-step process:

Step 1: Become a Premium Instructor

If you would like to charge for your courses, fill out our Premium Instructor application.

Step 2: Choose a price

Next, choose a price for your course that's between \$20–200 in tiers of \$5 (for example, \$20, \$25, \$30, and so on). If your default currency is not in dollars, learn more about our global price matrix.

Offering your course at a discounted price

When trying to find the right course price, consider a strategy around discounts. Offering your course at a discount can create a sense of urgency and get more students to purchase your course.

You can offer your course at a discounted price by opting for any of our marketing or promotional opportunities via your instructor account. Learn more about our pricing and promotions.

You can also offer discounts to your students via instructor coupons. Learn more about creating and managing coupons.

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