

Facebook's Blueprint extends into foreign language markets

Facebook's Blueprint eLearning courses, launched in March 2015, are currently available in English. By the end of September, courses will be available in Korean and Simplified Chinese. In October, courses will be translated in Japanese, German, Spanish and Portuguese...



There has been a strong reception to the programs with almost 200 000 course enrolments and 73 000 total unique users. The top 10 markets by enrolments are the US, India, Canada, UK, Brazil, Germany, Vietnam, Egypt, Mexico, Romania.

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To enhance its current roster of 35 online courses, Blueprint eLearning has a roadmap of new courses that will provide tailored curriculum for various verticals, direct response advertisers, small medium businesses and Instagram.

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