

MARKETING ONLINE EDUCATION PROGRAMS FRAMEWORKS FOR PROMOTION AND COMMUNICATION

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Online and distance education institutions need a communication that should differentiate and separate them from the other counterparts not only in their own category but also in the category of traditional educational institutions. That kind of communication is one of the tools of integrated marketing communication. In this book, authors discuss marketing issue related with distance and online learning concept under the integrated marketing communication perspective. It gives very rich content about marketing for distance and online education programs, new technologies, social media, cross-cultural applications written by many authors from different countries around the world.

Topics of the book is cover on building corporate identity for educational institutions, cultural and regional issues in educational product development, Defining the role of online education in today's world, individualization of open educational services, integrated marketing communications, measuring the impact of educational promotions, new customers and new demands, open and Distance education, reputation issues in online education and sustainable communication before, during and after enrollment

The book divvied in to 5 sections.

Section 1 mentioned that "The Role of Marketing and Communication in Online and Distance Education (DOL) which provides a framework to explain the importance of educational marketing concept. The role of brand management, advertising and other integrated marketing communication tools for the online/distance education programs are explained adequately.

The second section entitled as "Social Media and New Technologies". This section focused on mobile learning that is the latest stage information society has which is reached. On the other hand, the useful vehicles such as Facebook, Youtube, and twitter, Flickr, LinkedIn and Second Life are examined in the case studies concerning the online and distance education institutions. With technology, institutions need to make sure that they are not too far ahead of the customer's needs. A distance and online learning should be monitoring market and industry developments to determine whether global economic or domestic shifts warrant the use of technologies not only for effective e-learning but also for marketing purposes.

The section on the role of pedagogy and related concepts in marketing online and distance education programs includes e-pedagogy, health care communities as distance and open learning environment and health education.

The fourth section definitely offers cross-cultural implications of distance learning in Turkey, Africa, India and Spain. Web page is very important marketing communication tools for DOL institutions. It seems as storefront for the institutions. Every institution has to put most unique specialty on that storefront.

The last but not least, section fifth focuses on individualization, finance, leadership, other related concept in online and distance education.

Overall, this book is useful information source for online and distance education practitioners and academicians who are eager for learning this discipline.

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