



Marketing Online Education Programs: Frameworks for Promotion and Communication (Premier Reference Source)

Ugur Demiray

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Enormous developments in the IT field and the ease in access to online resources have led to major advancements in online education. The marketing of this education is a controversial issue and the opinions on the significance of the educational institution as a product, and the students as the customers, remains arguable.

Marketing Online Education Programs: Frameworks for Promotion and Communication provides relevant theoretical frameworks and the latest empirical research findings in this field. Teachers are adopting new technologies in their instructional strategies, be it for course design, development or delivery. The field of distance and online education is experiencing continuing growth. Marketing for distance and online learning environments faces a number of challenges in the form of delivering what these environments are promising, how to find the right information, regular updating of the courses and not to forget the effective user interaction with the course developers and peers. This book provides an integrated marketing communications perspective to communication and promotion issues of online programs.

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