

Objectives

- ❑ Determine the importance of marketing campaigns
- ❑ Analyze the components of a marketing program
- ❑ Examine the planning and evaluation techniques used in marketing distance education programs



In order to effectively use marketing strategies in our distance education programs, we must first determine the importance of marketing campaigns.

Second, we must analyze in detail the specific components of a marketing program, and associate these components to marketing distance education programs.

And finally, in order to maximize the quality and effectiveness of our distance education programs, we must examine the planning and evaluation techniques used in marketing distance education programs.

Important Definitions

- ❑ **Marketing**- all activities necessary to move the product from the manufacturer to the consumer
- ❑ **Integrated Marketing Communications**- coordination and integration of all marketing tools, avenues, and resources



Before we begin, we must define some important terms.

Marketing (pause) – marketing is all activities necessary to move the product from the manufacturer to the consumer. As instructional designers in distance education, we must move our developed course or program to the consumer. Just as businesspeople often forget about shipment of product to the consumer, distance education designers often forget about technology as the transportation component in distance education.

Another term used in today's marketing strategy is Integrated Marketing Communications (pause) – this is defined as the coordination and integration of all marketing tools, avenues, and resources. Integrated Marketing Communication is a bi-directional processes using tools such as evaluation.

Importance of Marketing

- ❑ Is necessary because of increased competition; more choices for the consumer
- ❑ Increases awareness of new products to the consumer
- ❑ Moves product or service from manufacturer to consumer



As practitioners, most of us have a lack of experience in marketing our courses. The marketing of our on-campus programs are often left to individuals specifically hired to that task. Until the distance education revolution reaches a latter stage, most course and program designers will be responsible for “filling the seats” in their course. This is why we will discuss the importance of marketing.

First, it is necessary because of increased competition, and because there are now more choices for the consumer.

Second, it increases awareness of new products to the consumer. It shows we are providing distance programs opportunities to a society demanding distance education opportunities.

And finally, as I mentioned before, it deals with the movement of product or service from the manufacturer to the consumer. For distance education programs, this includes any and all technology issues.

Importance of Marketing in Distance Education

- ❑ Existence of competition from other universities
 - University of Phoenix
 - Penn State
 - Illinois Virtual Campus
- ❑ Allows prospective students to know what distance education programs are available



When we take a deeper look into marketing specifically for distance education, we can take a look at the competition. The University of Phoenix serves a large audience and markets their experience, size, and convenience. Penn State's world campus markets the prestige of a top academic campus made available via a distance. The Illinois Virtual Campus markets the fact they are a partnership of state colleges and universities combining to provide a superior distance education program.

Of course, these universities target a very broad audience, but there is much to be learned from them. First, we must actually reach our target audience, and second, we let our audience know why our program is unique, and why they will ultimately benefit for participating.



Marketing Myth #1

**If at first they do not respond,
they will never respond.**

Reasons for lack of response:

- Did not see your campaign
- Did not know your university well enough
- Wants more information
- Money restrictions

Give prospective students the benefit of the doubt, do not count them out until they are given the opportunity to respond. Following up is key.

A marketing myth we need to be aware of is: If at first they do not respond, they will never respond.

Some reasons for the lack of response may include the following:

First, they simply may have not seen your campaign

Second, they did not know your university well enough, and perhaps didn't see it as a credible distance education source. That is why it's important to let your audience know the specific advantage and uniqueness of your course.

Next, adequate information may have not been available.

And finally, they may have money restrictions. Keep in mind, they may eventually find alternative sources for revenue.

It is important to give prospective students the benefit of the doubt, and do not count them out until they are given the opportunity to respond.

Planning

- Research
- Objectives
- Strategies
- Marketing Plan and Cycle

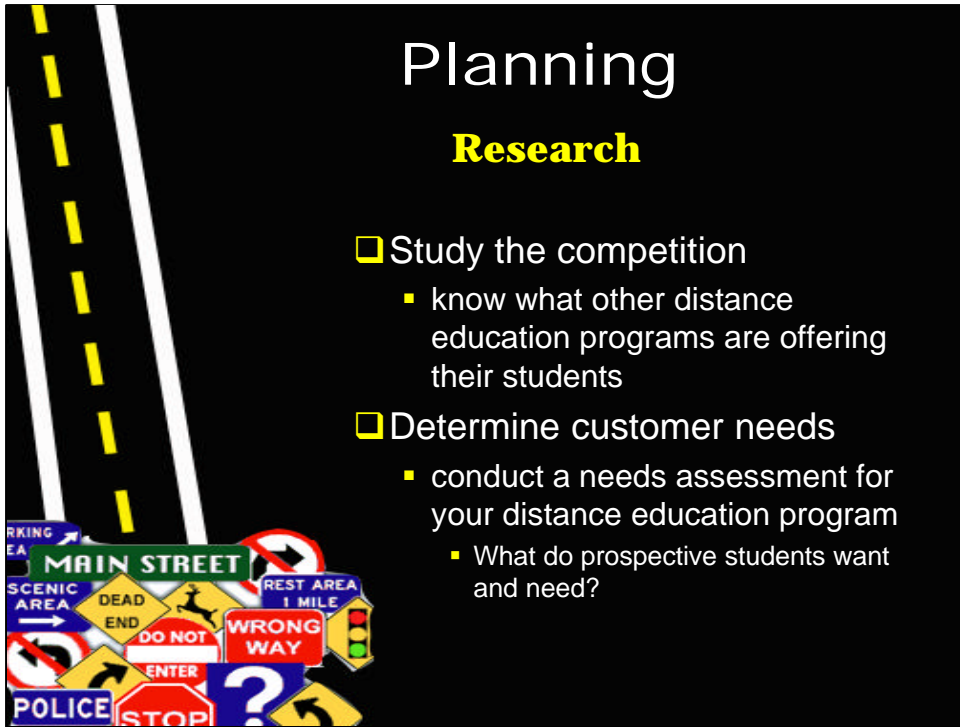


When planning a market strategy for our distance education program, we must keep four important steps in mind, the first being research.

Planning

Research

- ❑ Study the competition
 - know what other distance education programs are offering their students
- ❑ Determine customer needs
 - conduct a needs assessment for your distance education program
 - What do prospective students want and need?



First, as mentioned earlier, we must study the competition. Not only do we need to look at the “big names”, such as the University of Phoenix, we need to know what other distance education programs in our specific fields are offering their students.

We also need to determine customer needs by conducting a needs assessment. Ask yourself, what do prospective students want and need?

Planning

- Research
- Objectives
- Strategies
- Marketing Plan and Cycle



We then move objectives into the planning process.

Planning

Objectives

- ❑ Determine importance of the campaign
 - How important is marketing to the success of your distance education program?
- ❑ Analyze how campaigns create awareness
 - What methods of marketing can be utilized to create awareness about distance education?



We can answer the first objective of planning by asking ourselves, how important is marketing to the success of your distance education program? Do you have a secured clientele for your program, or do you have an outstanding distance education opportunity and no clientele? If you answered yes to the latter, your need for increased marketing efforts is evident.

We must also keep in mind campaigns create an overall awareness of distance education. Your current marketing strategy may yield benefits to future distance education programs.



SMART Marketing Objectives

- ❑ Specific- detailed and focused
- ❑ Measurable- quantifiable
- ❑ Achievable- able to produce results
- ❑ Realistic- practical, accurate and possible
- ❑ Timed- schedule, set and meet deadlines

Marketing strategies often implement the SMART marketing objectives.

First, be specific. This is very important for us because our programs themselves are very specific.

Measurable. In society, we often rely too much on quantifiable measurement, however, when it comes to measuring the effectiveness of your course, hard numbers are difficult to dispute.

Next, your objectives must be achievable. We must be able to achieve results before results can be measured.

We must also be realistic.

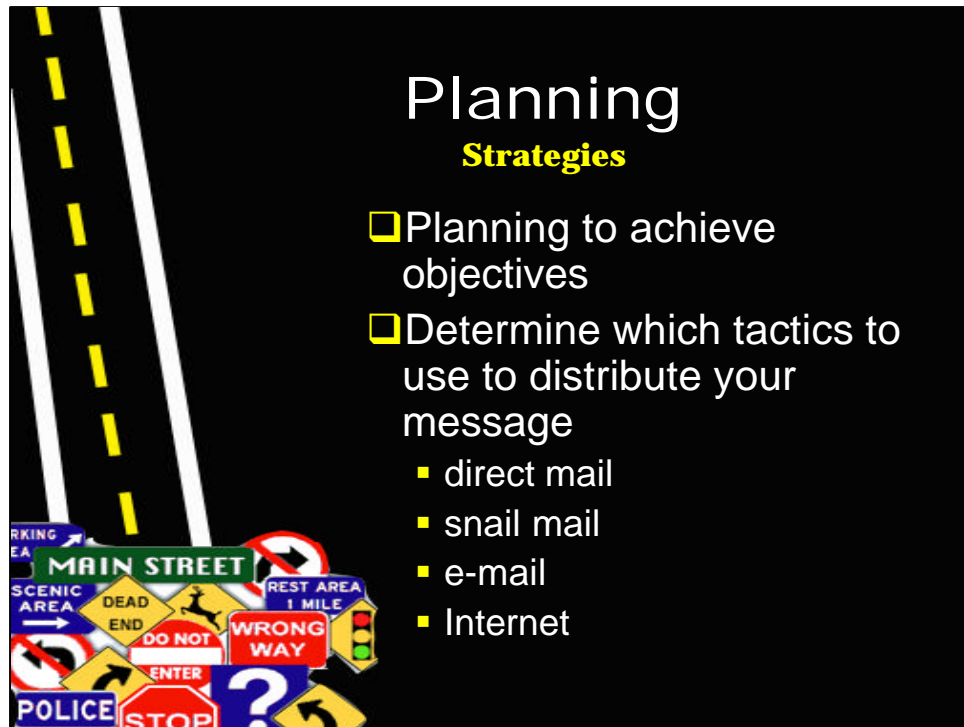
And finally, something I have difficulty with, we must be conscious of time. It is necessary to incorporate a schedule and deadlines into your objectives.

Planning

- Research
- Objectives
- Strategies**
- Marketing Plan and Cycle



The next part of the planning process is strategy.



Planning

Strategies

- Planning to achieve objectives
- Determine which tactics to use to distribute your message
 - direct mail
 - snail mail
 - e-mail
 - Internet

We must actually implement strategies to achieve our objectives.

Of course, some of the most common and effective methods of distributing your message include direct mass mailings, individualized snail mail, e-mail, and of course, distributing your message via the Internet. Internet marketing makes great sense in distance education; however, we must make sure our Internet sites devoted to marketing are frequently hit when potential clients query a search engine.

For our specific programs in distance education, there is nothing that beats the good ole' work of mouth delivery medium.

Planning

Strategies

- Marketing Mix
 - 4 P's of Marketing
 - Product
 - Price
 - Promotion
 - Placement



Of course, we cannot discuss planning strategies without mentioning marketing mix and the 4 p's of marketing.

-We first have product- In our case, product is more than a good, service, or idea. It is your distance education program as a package that is the product. I think we all agree that product is key to any marketing plan. If your distance education is the best it can be, you have already achieved a key component of marketing.

-Second, there's price- Price deals with setting profitable and justifiable prices. In this case, what are prospective students willing to pay for distance education, and do we have control over this.

-Next is promotion. Promotion is the communication link between the seller and buyer. This is the "meat" of the marketing campaign, this is what your prospective students will see, This is what will attract or push students away from your program.

-Finally we have placement- Placement is the actual distribution of strategies, getting the information to the customer at the right time and place.

4 P's of Marketing



When we effectively cover the four p's of marketing, we hit our target market. It is important to constantly review and apply the 4 p's of marketing to the marketing plan of your distance education course or program.

Marketing Myth #2

The purpose of advertising should be to sell my product or service.

One of the most believed myths. The purpose of advertising is to promote the image of your university and get the prospective student to know and trust your program. THEN, they will buy the product or service you are trying to sell.



Marketing myth #2. The purpose of advertising should be to sell my product or service.

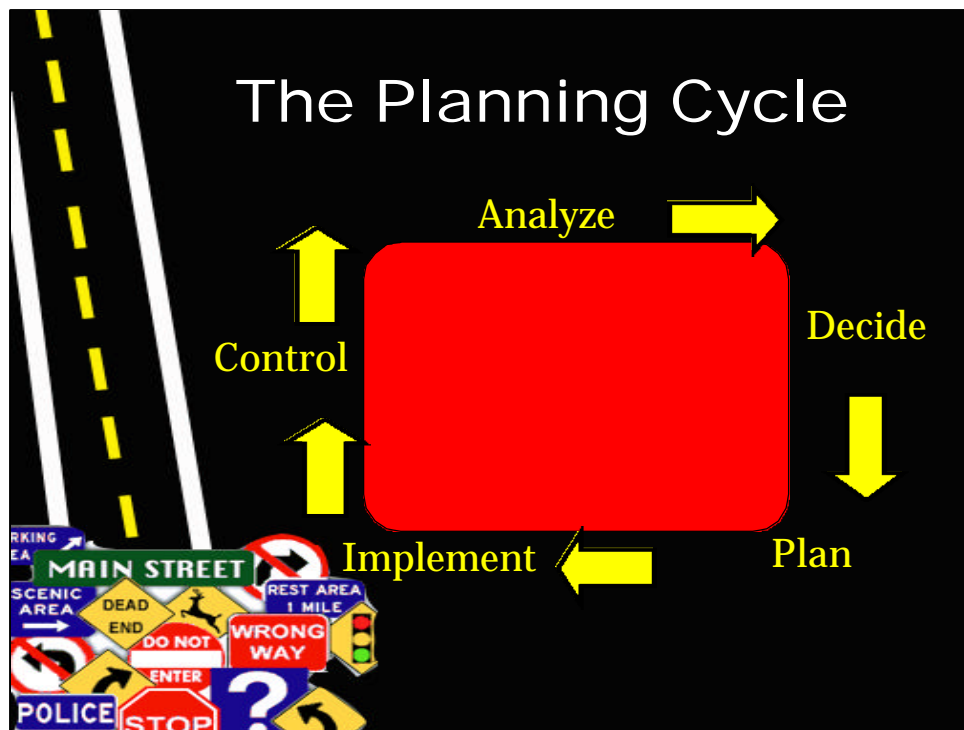
This is probably one of the most believed myths as it relates to distance education. The purpose of advertising is to promote the image of your university and get the prospective student to know and trust your program. They will then buy the product or service you are trying to sell, or specifically, join your distance education program.

Planning

- Research
- Objectives
- Strategies
- Marketing Plan and Cycle



When it comes to marketing your distance education program, we must look at the marketing plan in a cycle.



The planning cycle includes analyze, decide, plan, implement, and control

We must first analyze the actual markets and opportunities for our distance delivered courses.

You must then decide what you hope to accomplish

Next, plan marketing objectives.

Of course, you must then implement the plan.

And finally, we must control the cycle. We must effectively use evaluation when controlling the planning cycle.



Target Markets

- Identification of target market is essential
- Concentrated marketing
 - focused effort to satisfy one market
 - small groups of students
 - organizations with small budgets
 - highly specialized organizations or student base

We mentioned earlier we must hit the 4 p's of marketing before hitting our target market. Well who is our target audience? In our arena, our audiences tend to be a small group of students or organization, highly specialized with small budgets. It is important to keep this in mind.

SWOT Analysis

- Allows unit to look at their internal **S**trengths and **W**eaknesses in comparison to external **O**pportunities and **T**hreats



One analysis strategy worth mentioning in marketing your distance education program is the SWOT analysis. The SWOT analysis is used often in the business sector and allows you the opportunity for evaluation both internally and externally.

Ultimately, using SWOT will help you set your distance education program apart from the competitors.

Marketing Myth #3

It takes a long time before your advertising starts producing any results.

The truth is, the marketing strategy you use will attract prospects to your program, not sell your course.

2 Step Approach

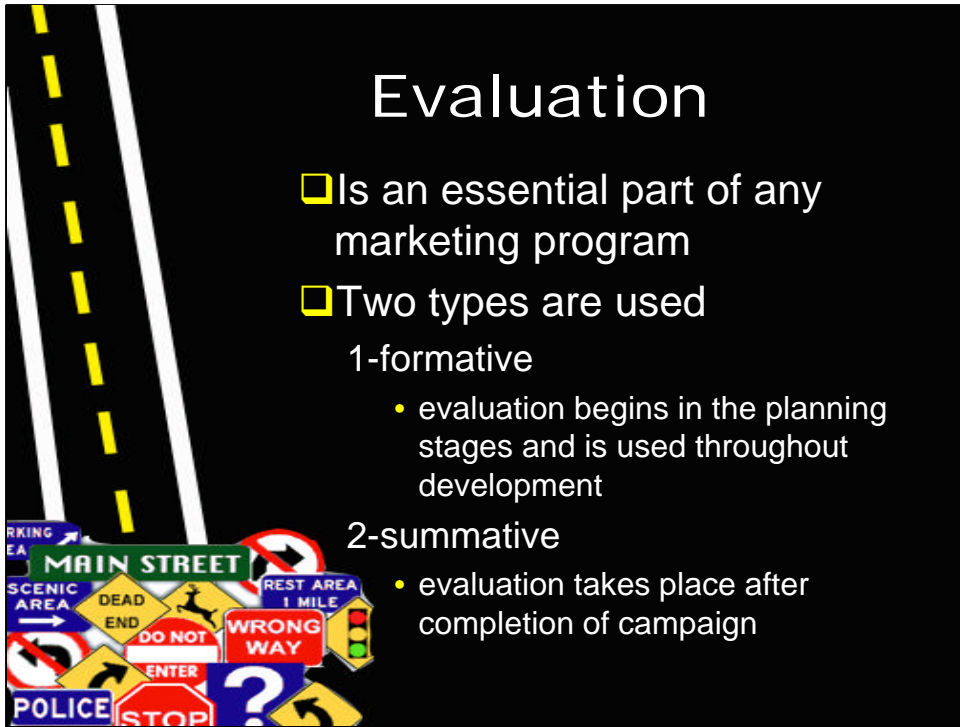
1. Attract prospects with information and get your name out
2. Obtain prospective students' information and FOLLOW-UP



Another common marketing myth is it takes a long time before your advertising starts producing any results. The truth is, the marketing strategy you use will attract prospects to your program, not actually sell your program. In distance education, it is best to use a 2 step approach. First, attract prospects with information and ultimately, get your name out. Second, obtain students' information, and follow-up.

Evaluation

- Is an essential part of any marketing program
- Two types are used
 - 1-formative
 - evaluation begins in the planning stages and is used throughout development
 - 2-summative
 - evaluation takes place after completion of campaign



With any type of programming, evaluation is essential. As discussed in your evaluation destination, there are two types of evaluation, Formative and Summative. When using evaluation in the marketing process, we must separate it from the overall evaluation component of your program.

Formative evaluation of marketing begins in the planning stages and is used throughout development of your marketing plan.

Summative evaluation of marketing takes place after the completion of your marketing campaign. Did you reach your target audience, and what is their response?

Evaluation

Things to look at

What worked?

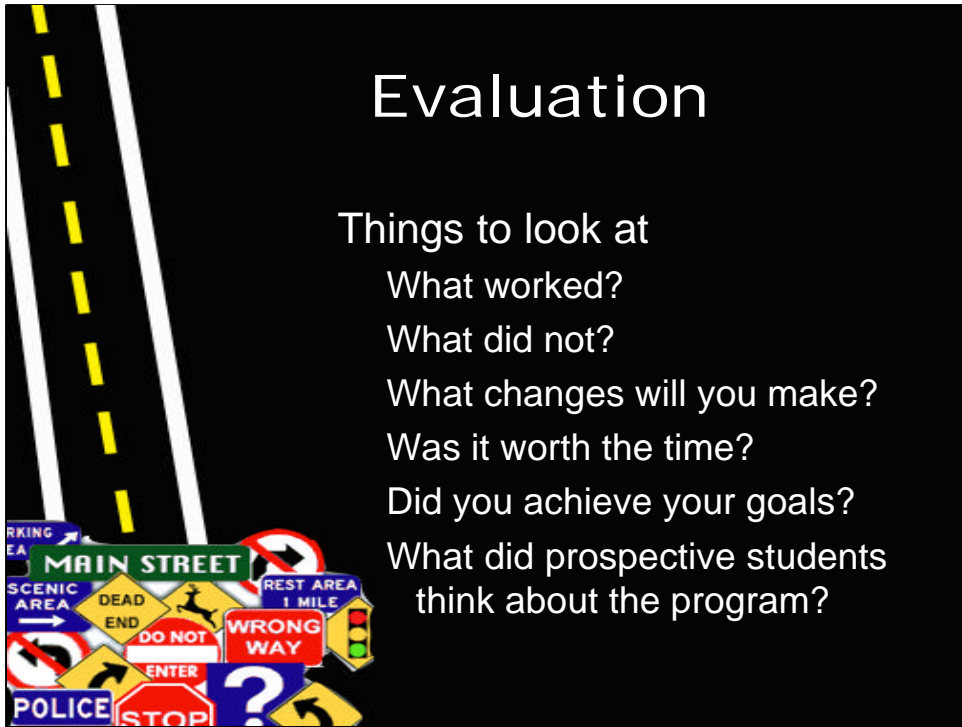
What did not?

What changes will you make?

Was it worth the time?

Did you achieve your goals?

What did prospective students think about the program?



Specifically, some questions to ask in the evaluation process: What worked? And What did Not?

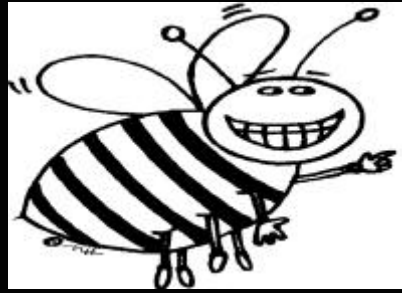
What changes will you make, and make sure to document these suggestions?

Was it worth the time and effort?

Did you ultimately achieve your goals?

And finally, what did your prospective students think about the program?

The B's of Marketing



- ☐ Be aware
- ☐ Be creative
- ☐ Be flexible
- ☐ Be patient
- ☐ Be unique



When marketing any type of program, or designing any type of campaign, I find easy to remember the five B's of marketing.

Be aware

Be creative

Be flexible

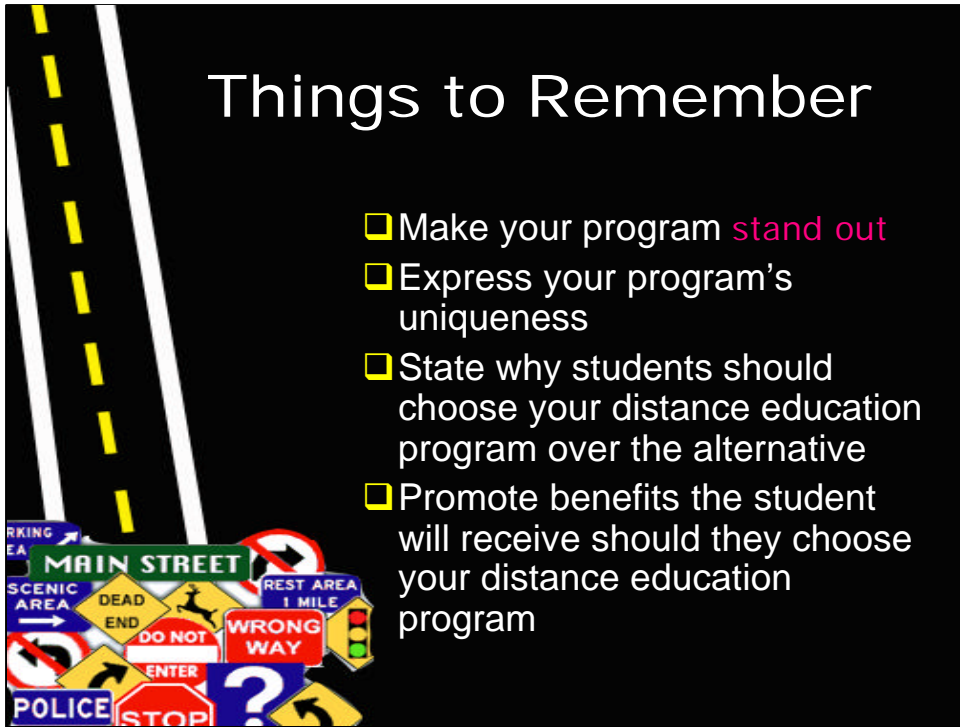
Be patient

And, be Unique

When in doubt, remember the B's and the 4 p's.

Things to Remember

- ❑ Make your program **stand out**
- ❑ Express your program's uniqueness
- ❑ State why students should choose your distance education program over the alternative
- ❑ Promote benefits the student will receive should they choose your distance education program



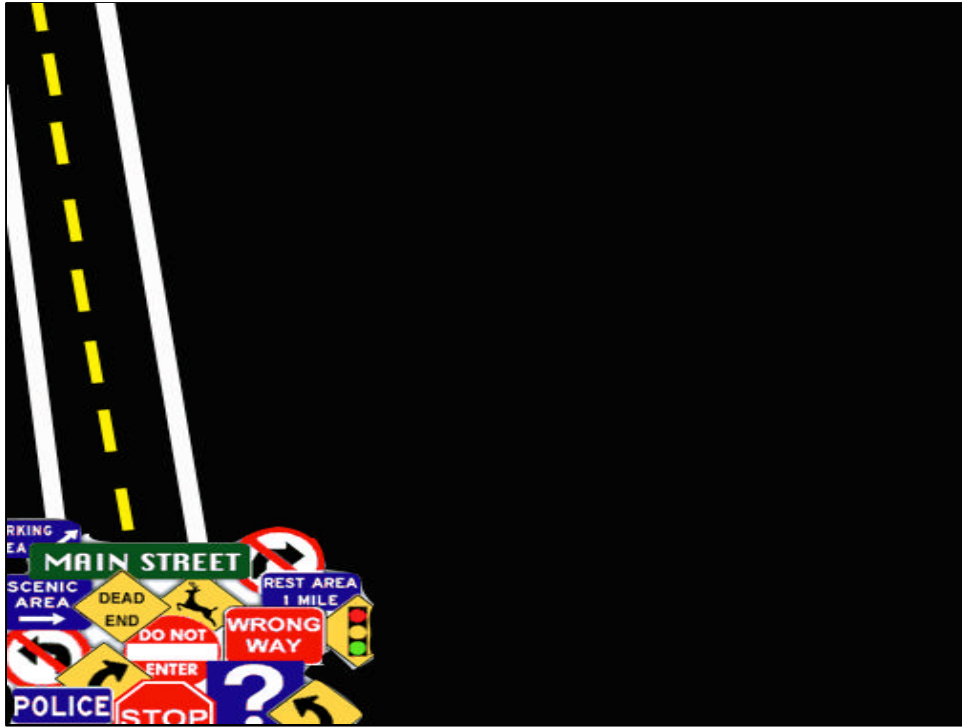
I would like to leave you with a few more items specific to distance education.

First, make your program stand out

Second, you can do this by expressing the uniqueness of you program

Next, state why students should choose your distance education program over the alternative

And finally, promote the benefits student will receive should they choose your distance education program.



In closing, I would like to wish everyone the best in marketing your distance education program. By the time you concentrate all efforts on marketing your program, you have already spent countless hours planning and designing your actual comprehensive program. Don't waste these efforts. Get the most of your program through effective marketing.