TITLE

An Online Marketing Guide for Educational Institutions
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Extended ABSTRACT

The paper presents an empirical survey of the technologies, skills and resources
required to create a successful viral marketing and institutional strategy for
educational institutions within a competitive network concentric environment.
The paper will discuss branding strategies for distance learning institutions
and develop product strategies to maintain a profitable, networked learning
environment.

Special attention will be devoted to the marketing and leadership changes that
emerge within a distributed, networked, global, and changing environment. The
proposal will demonstrate the chances, evolution, support, and profit that can
be achieved when the hidden pattern language of the medium is uncovered.

The paper will discuss viral education and distribution within search engines,
alumni, affiliate networks, automated services and offices - a desired effect
that is drawing more page views, attention and customers. The paper will cover
case studies, other viral campaigns, guerrilla strategies, creative ideas and
incentives that have been developed to strengthen the connections between
faculty, students, prospective students, guests, and the web community. The
focus will be on the employment of the Internet, information warfare, and
operations, open source projects, the web community, online communities, and
hacking resources that enhance the program and realize additional gains.

Special attention will be devoted to the integrated tools and functions that
provide tracking and assessment information, reduce administrative overload and
support student services. This includes online marketing, recruiting,
applications, registration and billing; integrated services as Universal
Messaging Services (Students), Virtual Office services (Faculty), life long
email accounts and web space that strengthen the tie between student/faculty and
the university through embedded services, faculty archives, conferences,
signatures; as well as video and audio streams that attract new audiences -
respective students.

These services not only support the brand and spirit of an online institution,
but offer invaluable services that take into consideration the needs and
requirements of a distributed, online education program. The paper will describe

how the vision and idea of such a program can be transported within technical solutions that enforce a cooperative environment, provide shared resources, enhance unit cohesion, and bridge the digital divide.

The paper will discuss the experiences in the coordination of the online faculty and learning environments, focusing on distributed structures versus centralized institutions and networks versus hierarchies. The management and administration of users, with the main focus on attention span, efficiency, error handling, system management answer, learning methodologies and outcomes, procedures and evaluation, guidance features and support will conclude the presentation.