

Times have changed. Education has changed. Have your marketing strategies kept pace?

Marketing Distance Education: Hybrid Strategies for Today's Applicant

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"Until recently, marketing efforts for higher education have focused mostly on public relations and name recognition ... most, if not all, prospective distance education students have Internet access and are **finding academic information electronically.**"

Lorenzetti, J.P. (2005, April 15). A new approach to marketing strategies for distance education. *Distance Education Report*, 9(8), 1-5.



What would you do if you held an information session and no one came?

"Internet penetration has now reached **73% for all American adults** ... 88% of 18-29 year-olds now go online, 84% of 30-49 year-olds, 71% of 50-64 year olds and 32% of those age 65 and older say they use the internet."

Madden, M. (April, 2006). Internet penetration and impact. [Data memo]. *PEW Internet & American Life Project*, 1-5.



"Not surprisingly, today's students are **great shoppers and evaluators** of higher education offerings."

Sevier, R. A. (August, 2003). Marketing your distance ed program. *University Business*, 6(8) 20-21.

mar-ket-ing /máarkəting/ n
the business activity of presenting products or services in such a way as to make them desirable

- Who is responsible for marketing?
- Do faculty have input or opportunity for comment?
- Do you have a marketing plan?
- How is the marketing plan evaluated?
- How much money is allocated to marketing?
- What percent of the overall budget does this represent?
- Does distance education have a separate marketing budget and plan from that of the School?
- How often does marketing occur?
- Who are your most significant competitors?
- Are you losing your share of the market and to whom?
- Who is your target audience?
- What marketing medium is most effective in reaching your target audience?
- What are the pros and cons of involving an ad agency in your marketing efforts?
- What is your 'brand'?
- Is technology considered in marketing?
- How frequently is your website updated?
- Does your website include pod casts or video streaming as marketing strategies?
- Do you provide links on your website to electronic newsletters and/or other resources such as newly released books, articles and trainings?
- How do you differentiate your program from your competitors?
- How accessible is information regarding your program options?



"I think, as educators, we have little choice but to **embrace the technology wholeheartedly.** We have to expect that, with each academic year, students will come to us with mindsets that have been increasingly shaped by the Internet."

Bisoux, T. (Jan/Feb, 2007). *BizEd*, 6(1), 25.

"We're starting to **behave like** some of the **for-profits** with our marketing initiatives."

Blumenstyk, G. (2006). Marketing, the for-profit way. *Chronicle of Higher Education*, 53(15), A20-25.



This is how today's applicant gets information

"Higher education in general and distance education in particular are going through a number of changes as a result of advancement in computer technology and **changes in the student profile.**"

Stover, C. (2005, August 1). Marketing distance programs and courses: A relationship marketing strategy. *Distance Education Report*, 9(15), 1-6.

"Everyone is trying to figure out **the best way to do distance education.**"

Powell, A. Jr. (2006, March 15). Business model for online offerings benefit students, program. *Distance Education Report*, 10(6), 1-8.

"**Branding is important to set a specific institution apart from other colleges and universities.** Successful branding efforts are introspective and build from data analysis."

Hayes, T. (2007). Delphi study of the future of marketing higher education. *Journal of Business Research*, 60(9), 927-931.

"Some prospective students are looking past the famous schools' brand promise and buying into the brands of other institutions. **These days, virtually all students are brand shoppers—but not all colleges have developed effective brand strategies.**"

Lockwood, R. C. & Hadd, J. (2007, July 12). Building a brand in higher education: Why business practices – particularly brand strategies – are becoming essential in today's universities. *Gallup Management Journal Online*, 1-6.