

PRESENTING ONLINE COURSES TO THE MARKET

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Introduction

2

- Thank you for your time
- Milos Bajcetic, School of medicine, University of Belgrade, developing courses since 1999.
- Branko Kljaic, Omega, presenting and selling courses since 1999
- Practical advices on presenting and selling courses

What is available?

3

- Global availability
- Keywords “online studies” – 1 40.000.000 hits
- Keywords “postgraduate online studies “ – 4.000.000 hits
- Course providers: from anonymus one man companies to well known Universities
- Online course levels: from “how to make candles” to PhD studies

Trends

4

- Over 3.9 million students were taking at least one online course during the fall 2007 term
- a 12 percent increase over the number reported the previous year
- The 12.9 percent growth rate for online enrollments far exceeds the 1.2 percent growth of the overall higher education student population

ICT in Serbia

5

□ Natural persons:

- 41% owns a PC
- 33% has Internet connection
- ADSL or cable connection: more than 47 %
- 30% of Internet time spent on searching for education, courses

□ Legal persons:

- ADSL or cable connection: more than 79 %

Serbian online courses

6

- Modest number of available courses
- Typical mistakes:
 - ▣ e-learning = e-materials
 - ▣ e-learning = distance learning
 - ▣ neglecting the role of the lecturer
- Passive attitude towards potential students

“The problem”

7

- Large number of already available courses in foreign languages
- Less barriers
 - ▣ Better Internet infrastructure
 - ▣ More PCs
 - ▣ Course programs more applicable
 - ▣ Foreign language courses more available

Recommendation

8

- ❑ To develop online courses for local market (serbian language)
- ❑ To present these courses
- ❑ To efficiently sell these courses

Course development

9

- To determine suitable areas and programs for online environment
- Development team:
 - ▣ Course developers
 - ▣ Lecturers
 - ▣ Course material developers

Presenting the courses

10

- ❑ The golden rule is: KISS! (Kip It Simple and Stupid)
- ❑ Develop the strategy according the target group
- ❑ Prepare marketing materials
- ❑ Use the Internet
- ❑ Use social contacts

Selling the courses

11

- Selling team should be formed and adequately prepared
 - ▣ Educated
 - ▣ Informed
 - ▣ Motivated
- Selling can be learned but it requires a certain talent

Popular mistakes 1

12

- ❑ An exceptionally good product (or service) does not require advertising and can be sold “by itself”
- ❑ In order to sell something you have to know much technical details about it
- ❑ When selling, treat your potential client in a way you would like to be treated

Popular mistakes 2

13

- ❑ Someone's intelligence or formal education automatically makes him:
 - ❑ Marketing expert
 - ❑ Selling expert
- ❑ Marketing campaign is always expensive and must include large media representatives
- ❑ We are not interested in what our competitors are doing

Conclusion

14

- Active role towards potential clients (both legal and natural persons) is vital
- Marketing of online courses should be performed systematically and continuously
- Selling of online courses should be done by adequately prepared team