



**Analysing the Scope of Marketing in Online Education through the lens of
Porter's Five Forces Model**

Sergei Ilgin

Haaga-Helia University of Applied Sciences

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Abstract

Author(s)

Sergei Iljin

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The undertaken dissertation, analyzing the Scope of Marketing in Online Education through the Lens of Porter's Five Forces Model, endeavors to reflect on marketing as an important entity within the education sector. The main or the core purpose of the research is to dive deep into the concept of marketing and understand how the shift that education is going through by shifting to online measures can utilize marketing and get worthwhile results. Nevertheless, both negative and positive sides have been discovered.

The research will also use qualitative research to have a few responses gathered from the workers across the education sector. This will allow the research to explore the main elements that are used by the education sector to market their services in larger industries. Nevertheless, SWOT analysis, Porter's Five Forces model and Ocean Strategies are going to be used as theoretical framework.

The main objective of the research is to analyze the shift of education from physical to online measures. In the previous two one and a half decade, the shift from physical education to online education has been strengthened and the final nail in the coffin was put by the pandemic or the covid-19. After in effect of the policies regarding the continuity of education, the system was updated to bring online education measures into action in most parts of the world. Which is why this study is being performed and the purpose of this study is to highlight the importance and role as well as shift in marketing for online education.

Key Words:

Online education, education, swot analysis, five forces model, blue ocean theory.

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1: Introduction

The way education is delivered in the twenty-first century has changed dramatically. Learning is no longer limited to a single location or time of day. It's no secret that the advent of the internet has had a significant impact on how we teach (Palvia et al 2018, 239). It has made available to the general public a vast body of knowledge that was previously only available to specialists and academics. But what caused this abrupt shift? There are examples of technology being used in the classroom, but e-learning as we know it today is a relatively new phenomenon. Educators first began incorporating technologies such as televisions and slide projectors into the classroom setting in the 1950s. While other institutions may have dabbled in online learning, the University of Illinois in the United States can lay claim to being the first to do so in the 1960s. Although there was no internet at the time, students were already using computer networks (Deming et al 2015, 799)).

In 1984, the University of Toronto offered the world's first completely online course. Electronic University Network was made available for use on DOS and Commodore 64 computers in 1986. The University of Phoenix was the first institution to offer bachelors and master's degrees solely through distance learning in 1998 (McPherson et al 2015, 141)). Most people saw this as the start of a revolution, but it was a revolution that would make education more accessible and affordable than anyone could have imagined. Their contributions demonstrate the early forefathers of online education. In the early 1990s, the Open University in the United Kingdom was a pioneer in providing online education. With an estimated 4 million students enrolled, India's Indira Gandhi National Open University is the world's largest university.

1.1. Market Size:

The rapid growth of online colleges and universities demonstrates the importance of the sector in today's economy. The widespread availability of high-speed internet enabled by cutting-edge technologies such as 4G and the soon-to-be-released 5G is expected to fuel a meteoric rise in online education over the next few years. The global market for online learning is expected to be \$187.87 billion in 2019, up 400% from just six years ago) Teräs et al 2020). This remarkable progress has been aided by both the rapid evolution of technology and the widespread availability of education in previously underdeveloped areas. The next surge in online school popularity is likely to come from developing countries such as China, India, and Africa.

There are now far more opportunities for people to further their education online than there were previously. Online education has gradually been integrated into traditional classrooms since the early elementary years. Because of the risk of disease transmission, many students and teachers were unable to attend school during the recent COVID-19 pandemic (Watermeyer et al 2021, 635)). The trend of taking secondary education courses online is not limited to high school. While e-learning has made significant advances in traditional settings, it is also rapidly expanding into new geographic regions.

1.2. Recent Developments:

Online learning has advanced far beyond its initial objectives. It's no longer just the teacher delivering a monologue to the students (Abin 2022, 5). Recent advancements in online education have enabled students to actively participate in their own education by receiving regular assessment and feedback. As a result, the educational system's effectiveness has skyrocketed, surpassing that of the traditional lecture format. There are numerous advantages to online education over traditional classroom instruction.

- When compared to traditional teaching methods, the costs for students will decrease as the cost of education decreases. This enables the rapid and low-cost expansion of educational opportunities for more people.
- Numerous study options: With the rise of online education in the modern era, it appears that no field of study has gone unstudied.
- Student collaboration groups: Students from all over the world can share their experiences and perspectives.
- Adaptability includes time, money, and location flexibility. When the teacher and the student are on opposite sides of the world and in different time zones, the educational experience can be just as effective.
- Less infrastructure investment is required, which is beneficial to educators because it reduces financial strain.
- Equivalent criteria: Constant review and updating of online content aids in maintaining an appropriate standard.

The growing number of people who have access to smartphones has played a significant role in the growth of the online education sector. It is rapidly expanding, even into less-accessible areas, so that more people can receive a world-class education. Massive open online courses (MOOCs) have a bright future (MOOCs). This trend has been unabated since 2012, when the New York Times declared it "the year of the MOOC." This year, over 100 million people are expected to participate in a massive open online course. These factors, then, have significantly contributed to the recent success of online learning:

- Innovations that improve smartphone performance¹.
- Quick access to information
- Methods of Adaptive Learning

1.3. The Future of Online Learning

The global online learning market is expected to grow from \$187.87 billion in 2019 to \$319 billion by 2025, at a CAGR (compound annual growth rate) of 9.23%. The possibilities are mind-boggling with such a large sum. Both current market participants and would-be newcomers must seize this opportunity to usher in a new era of education (Eom 2016). The following factors are expected to play important roles in this rapid change:

- The rise of AI (Artificial Intelligence)
- Cloud-based solutions
- Massive investments by major market players
- Use of VR (virtual reality) technology in education
- Growth of Iota (Internet of Things)

To summarize, one of the most game-changing trends in the twenty-first century is the rise of distance learning. Educational materials are now more accessible than ever before thanks to the advancement of online learning. If this opportunity is seized, the world may enter a new era of development and prosperity.

1.4. Covid-19 and Online Education:

For universities in transition, embracing online education represents a chance to rethink and improve the student experience. Until a coronavirus vaccine becomes available, the upcoming fall semester will necessitate extensive outside research. This trend toward online learning has the potential to accelerate the development of novel methods of instruction in higher education, emphasizing the importance of ongoing communication and collaboration among experts in the field. While COVID-19-related delays continue, it is clear that distance learning will become increasingly important in the field of education ((He et al 2022, 2210). Many people will opt for online education because it is more convenient and safer than remaining on campus, keeping their distance from others, and wearing masks. According to a survey conducted by Wiley University Services at six different institutions, one in sixteen current undergraduates would not commit to attending classes on campus this upcoming academic year. Statistics also show that some students are still sceptical about the viability of online courses (Sun 2016). Despite the fact that some schools are considering only offering online courses in response to declining enrolment, estimates show that many regional universities are still struggling to meet enrolment targets (but not as much as the 20 percent losses predicted in April).

Given the mixed results of virtual instruction in high schools, it's not surprising that incoming college freshmen are sceptical of distance learning's effectiveness. While schools may have hurriedly put together some online courses in the event of a pandemic, professionally designed online programmes have much more in common. As a result, universities that transition to a fully online model this fall must improve their online classes or risk losing student satisfaction (Zhou et al 2020, 512)). Students are increasingly being allowed to live on campus during the school year. The student will have access to both online and in-person learning opportunities in a hybrid or blended programme (Kotler et al 2020). In the event of an outbreak, students must be able to switch between presentation modes within the same programme. Schools will create their own online curriculum resources as part of this plan (v 2017). This emphasizes the importance of planning for the operation of online components if physical campuses must close abruptly. A university's top priority should be to provide high-impact learning opportunities in a variety of formats. There are numerous options for achieving this goal; however, if online or hybrid education is not a strength of the institution, it may struggle to meet this challenge. It is more important than ever to have friends and allies in the classroom.

With the right education partner, universities and colleges can do more than just keep up with the times. As government funding for education decreases, non-profit organizations fill the gap by providing additional resources. Given the virus's unpredictable nature, it's

easy to see why many universities value their business relationships. Universities should not only provide students with access to high-quality online course options, but also educate them on the numerous benefits of doing so. This work is more important than ever before, as 33% of first-year students may postpone their college careers rather than enrol in an online degree programme. Attracting first-year students is easier for universities with an enrolment team from an education partner because they can market to prospective students using data-driven stories about the benefits of carefully designed online programmes. Students may feel as if they are in the midst of a life-changing event, but this does not preclude them from moving forward. If universities and other schools collaborate, academic programmes can be reshaped to have a greater future impact. The opportunities that are now available to students are truly remarkable.

1.5. Role of Marketing in Education Sector:

The field of education marketing revolves around increasing access to and knowledge of valuable educational materials. Lectures, tutorial videos, articles, books, desktop and mobile applications, and software are all examples of educational content. Educational content has the potential to arouse widespread interest and inquiry around the world if properly promoted. When a worldwide pandemic struck in 2022, it caused a dramatic shift in how people were educated. These changes will have long-term ramifications for a large number of people. Though many classroom teachers now supplement instruction with mobile apps, some students still prefer entirely online courses. Education marketing will continue to evolve in response to market demands, allowing apps to reach students, teachers, and parents who are interested in using digital learning tools more effectively.

Because of the internet and other forms of modern technology, there has been a tremendous boom in the academic sector. According to Orbits, the global e-learning market will be worth \$458 billion by 2026, owing to the increasing number of internet users and the expansion of broadband internet and mobile phones with online capabilities. More than 520,000 educational apps have been released by public and private organizations on the Apple App Store and the Google Play Store. In the e-learning space, there are a plethora of mobile learning apps, as well as online courses, videos, eBooks, and websites, making it difficult for new entrants to make a mark. Education marketing aims to disseminate useful educational resources through a variety of marketing strategies. Furthermore, this is frequently the only way for innovative teaching methods to reach students. Even doctoral-level marketing programmers in the education sector emphasize the importance of marketing in generating revenue and increasing enrolment. If education leaders want to thrive in today's competitive environment, they must implement education marketing strategies.

Marketing strategies that aim to educate leads rather than pitch to them in order to build trust, on the other hand, deserve their own subset of the marketing lexicon. On the contrary, "education marketing" refers to the promotion of all academic endeavours. There was a time when educational institutions could survive solely on their reputation and word of mouth, without the need for costly advertising campaigns. That era is long gone, as modern parents increasingly consult online resources before making major decisions about their children. Many millennial parents would be uninterested in what a school has to offer if it was not properly promoted.

Academic institutions and advertising are a perfect match. Higher education marketing benefits universities by increasing their visibility and attracting new student enrolment. Marketing in higher education benefits students by allowing them to make well-informed decisions about their future. Traditional forms of advertising are rendered obsolete when it

comes to reaching millennial and Generation Z in the context of higher education due to the pervasiveness of digital media. Educational institutions must embrace digital media in order to effectively communicate with a large number of people at a low cost. Email, web articles, social media, paid search, and other channels are examples of this. Despite the challenges, the potential for increased revenue and lower cost per lead more than justifies the time and effort invested in integrating digital marketing into an overall strategy for promoting educational institutions.

Institutions would do well to join the social media conversation on platforms like Facebook, Twitter, and Instagram, where both parents and students spend significant time, to better understand the needs and aspirations of their communities and the people who will be a part of the school's future. Social media posts must be clear, engaging, and consistent with the brand's values.

1.6. Research Objectives:

Main Objective:

- To explore the shift from physical (face-to-face education system) to online education system.

Sub Objectives:

- To determine the difference between the marketing strategies used for both, face-to-face education and online education systems.
- To investigate the influence of SWOT Analysis, Michael Porter's five forces model and Blue Ocean Strategies on the online education system.
- To critically evaluate the influence of aforementioned strategies for both education systems.
- To analyse the perspective of different personalities representing education system in order to gather their viewpoint on the shift from face-to-face education to online education.
- To dissect the role and influence of marketing on online education as a different and new phenomenon.

1.7. Research Questions:

Q1. What influence does the shift from physical system of education to online education system could leave on the education delivery and overall system?

Q2. What is the difference between the strategies being used for both online and face-to-face education systems? Is there any difference in approach or application?

Q3. How could the SWOT analysis, porter's five forces model and blue ocean strategy impact the online education?

Q4. What difference does it make to apply aforementioned strategies to both physical and online education systems?

Q5. What is the perspective of different surveyed respondents from within the different levels of education?

Q6. What changes as well as shifts marketing could experience after being applied on online education?

1.8. Limitations:

The undertaken theses will only conduct research to measure the shift in education measures and systemic changes while shifting from the physical to online methods. That is today, the structure of this research will remain limited to analyse the positive and negative impacts of shifting from face-to-face interaction system to online system. And, in light of the gathered influences and analysis, the role of marketing and the way marketing could be effected from this shift will be dissected. Furthermore, the different marketing theories and strategies, that are going to be mentioned in the theoretical framework, will be used to formulate a structure of the marketing shift that could be applied as well as witnessed in the future.

2: Literature Review

The paper, towards a branding oriented higher education sector: An overview of the four perspectives on university marketing studies, sets the stage for future debates about the evolution and significance of marketing and brand management curricula in the United Kingdom. Management of University Marketing, University Branding, University Corporate Branding, and University Internal Branding are the four aspects of the topic that are discussed. According to the discussion, universities are under increasing external pressure to adopt a more business-like approach to education. Private universities appear to be making greater use of internal brand communication initiatives than their public university counterparts. Tuition is the primary source of revenue for private universities, so this could be the case. Employees must be taught the brand values in order to adopt a mind-set and behaviour consistent with the company's image. Universities have recognized the importance of internal branding in today's increasingly competitive markets, but the practice is still relatively new, prompting calls for more research in the field.

Existing internal marketing (IM) scales include a few different items to assess employee morale, but they fail to adequately account for the service sector's unique needs. As a result, the research paper titled as, a one-dimensional instrument for measuring internal marketing concept in the higher education sector: IM-11 scale, is based on strategies and measurement to create a practical method for assessing the IM concept in academic institutions. Both quantitative and qualitative methods were used in this empirical study. Following qualitative development, the IM scale items were subjected to quantitative testing in a university setting. 240 professors from a major university were among those who took part. The IM scale's dimensionality was validated using both exploratory (EFA) and confirmatory (CFA) factor analyses. According to the findings, all of the variables were superimposed onto a single dimension that could be interpreted as representing the IM construct in higher education. The developed scale (IM-11) met and exceeded the literature's psychometric property standards. The findings of this study on the IM-11 scale will be useful to administrators in the higher education sector in determining the preferences of their employees. The administration can use this data as a jumping off point for new projects to enhance internal operations and the quality of service provided to external clients. Because of the limited size of the sample, the influence of cultural factors, and the inherent complexity of university faculty, these findings cannot be extrapolated to a broader population.

Although "education marketing" has gained popularity in recent years, it is still a relatively new concept with widely varying meanings in the worlds of education and business, which leaves it open to misuse and confusion and ultimately slows down the development and

practical application of the field. The paper, Education marketing research provides an analysis of the problem, identifies four major ways in which the education and business communities have different conceptions of "educational marketing," and suggests two potential solutions.

The focus of the article, Conditions, contemporary importance and prospects of higher education marketing on the example of Polish universities, is on recent developments in the marketing of Polish universities. This study's primary concerns were the marketing initiatives of universities, universities' marketing knowledge in the modern era, and the marketing landscape at universities in the European Higher Education Area going forward. The objectives of the article were met through the authors' meticulous research of relevant secondary sources and their own primary experiments in the field. The qualitative research incorporated into this article was comprised primarily of in-depth interviews with about 14 representatives from Polish universities.

In today's competitive marketplace, companies can no longer afford to ignore digital marketing as a means of contacting potential customers. It's challenging because the technology is constantly evolving, but digital marketing has recently prompted a dramatic shift in the marketing sector, replacing more conventional approaches. Modern advertisers spread the word about their wares via a wide variety of digital channels. India is the second largest online market in the world, with more than 460 million users. By 2021, India is expected to have 635.8 million internet users, with 80% of the population connecting from their mobile phones. There are a lot of people who spend a lot of time online. Digital transmission and display have largely replaced more conventional methods of getting information to its intended audience. This paper examines the impact digitalization can have on a targeted audience and their decision-making processes by focusing on the Education Industry as a case study.

The primary objectives of the research titled as, Branding China through the internationalization of higher education sector: An international students' perspective from China, are to (1) understand how nation branding initiatives supplement education diplomacy for a country like China, and (2) investigate how country distance shapes perceptions of China across a sizable international student contingent in China. We do this by using Ghemawat's (2001). It's still crucial to account for distance. Pages 137-147, Volume 79, Issue 8 of the Harvard Business Review The CAGE distance framework and the theory of nation branding. Competitive identity is the new brand management for nations, metropolitan areas, and regions. Palgrave The theory of brand equity (Asker, D. A.) and Macmillan (New York, New York) are two examples (1991). Controlling the value of a brand. Yours Truly, You and Donahue, New York, New York: The Free Press (2001). Developing and testing a consumer-based brand equity scale with multiple dimensions. (52, 1, Journal of

Business Research, pp. 1-14) to theoretically support the answers to our questions. It was discovered that physical separation plays a significant role in the formation of national stereotypes. Students' behaviour choices are influenced by the national image of China, which in turn increases the value of the brands of Chinese higher education institutions. Using a multi-group approach, we discover that prospective Chinese students' opinions on the country and on studying there vary widely depending on where they're from. How global business strategies affect how people think about a country as a whole.

A more nuanced strategic approach to business growth based on social entrepreneurship is urgently needed today. With a critical eye, A product of social mission, sustainable entrepreneurial and marketing orientation: enhancing social entrepreneurial self-efficacy in Indonesian education sector, examines the many external factors that have bolstered the confidence of social entrepreneurs working in Indonesia's education sector, providing readers with important information. Risk management acts as a moderator, and we look at how social mission orientation, sustainability entrepreneurial orientation, and marketing orientation all relate to self-efficacy in social entrepreneurship. An online survey is used to collect the quantitative information. The authors conclude that, based on structural equation modelling (SEM) and moderation analysis-based statistical testing, social mission orientation has no significant impact on self-efficacy due to its higher risk factor, while sustainability entrepreneurial orientation and marketing orientation both significantly increase self-efficacy. This method will be attractive to Indonesia's education sector because it will provide insight into how other countries have implemented successful social entrepreneurship models that can be applied to their own context. The lack of mixed-method based versatile research and the lack of a value concretion factor are two examples of the paper's weaknesses that the next generation of scholars in the related fields will need to address in order to establish its credibility.

The paper, the impact of brand strength on satisfaction, loyalty and WOM: An empirical examination in the higher education sector, sets out to answer the question, "How do consumers' ratings of a brand's dependability and consistency influence their satisfaction, loyalty, and positive word-of-mouth?" With 948 responses from students at Australia's top and second-best universities, we used a statistically significant sampling method. A closer look reveals that the three pillars of brand strength—name recognition, uniqueness, and attitude—are all interconnected. Both customer satisfaction and brand loyalty play a mediating role in the robust relationships between WOM and the three pillars of Brand Strength. The data show that the relationships between Brand Familiarity, Brand Attitude, and satisfaction are stronger for students at the middle-ranked university than those at the top-ranked university.

The commercialization of higher education has transformed students into consumers. For this reason, today's college students are pushing for increased transparency regarding the content and prerequisites of potential degree programmes. Considering the relative value of different degree programmes in terms of their teaching quality is essential to making the right decision. It is recommended in the Teaching Excellence Framework that teachers be evaluated in part by how much their students learn. The paper, considering the marketing of higher education: the role of student learning gain as a potential indicator of teaching quality, analyses the responses to a consultation sent out to key stakeholders in the UK higher education sector in order to draw conclusions about the most effective methods of assessing learning gain. From this synthesis, we've gleaned ten important factors to keep in mind when evaluating students' learning gains; these factors, taken as a whole, offer a fresh perspective that will ensure future evaluations of students' gains are useful for promoting higher education.

3. Research Methodology:

When education is delivered in a more traditional, face-to-face setting, both students and teachers have the opportunity to benefit from and contribute to the development of one another. However, as a result of the pandemic, educational institutions have had to reconsider their approaches to teaching and learning in order to incorporate feedback from a broader range of stakeholders. This is due to an increase in the number of people affected by the disease as a result of the pandemic. Governments, ministries, agencies, schools, and universities around the world have been forced to consider the possibility of providing education online through a variety of different e-Learning platforms. This includes both public and private higher education institutions. On the one hand, there may be difficulties, such as a lack of familiarity with digital technology, the e-divide, and technophobia. However, there are some drawbacks to online discussions between facilitators and their students. Scalability issues and the lack of boundaries are two of these challenges. E-Learning, also known as online learning, is a type of education in which the entire learning process takes place entirely within the context of a digital environment. Students work at their own pace through the material presented in class, engaging to varying degrees with the topic at hand and their instructor. This class's presentation of material is very similar to that of a traditional lecture. Self-paced learning and online learning have emerged as the two primary types of e-learning formats that have emerged as the most popular as a direct result of the proliferation of online education.

3.1. SWOT Analysis:

SWOT refers to a model that evaluates not only the benefits and drawbacks of a scenario, but also the potential benefits and drawbacks that the scenario may present. Every facilitator must have a thorough understanding of both the positive and negative aspects of their own digital organization. If your failures outnumber your successes, you should reconsider your strategy before implementing your e-Learning strategy. This is especially critical if you want to be successful. Opportunities arise not only as a result of market changes (such as students' differing expectations), but also as a result of technological advancements that allow for faster response. A threat is defined as anything that is not internal to your organization but still poses a risk to its progress. This can range from a competitor to a natural disaster. This could be due to the requirement that employees receive ongoing information technology training, the implementation and maintenance of new digital systems, the lack of official accreditation for online courses, or any combination of these factors.

3.2.1. Why SWOT?

- Identifying the domains in which a company excels particularly well in order to gain a competitive advantage.
- Looking for problems with the intention of solving those problems
- Putting together future short- and long-term plans and objectives
- Investigating the likelihood that the revised approach will produce the desired results
- Understanding how to implement the new technology.

SWOT analysis, or strengths, weaknesses, opportunities, and threats analysis, can be useful when making changes or improvements that necessitate in-depth analysis. By first analysing the positive and negative aspects of distance learning, one can begin the process of improving existing e-Learning programmes and opportunities as well as developing new ones. This will make the process easier. When conducting a thorough SWOT analysis of e-Learning programmes and plans, the following 2 factors must be considered:

Students:

According to recent research findings, the vast majority of educational institutions now offer students the opportunity to participate in curricular activities online (undergraduate, graduate, doctorate and certificate programs). Every year, educational institutions of higher learning increase the number of online course options available. This pattern is expected to continue for the foreseeable future. Comparison of a Traditional Student's and

an Online Student's Personality Students are typically adults of a certain age who already have responsibilities in their lives, such as a family or a full-time job. Women make up 66% of the total population of e-learners and are typically self-reliant and goal-oriented. Obtaining a degree is a common practice for improving one's professional standing, advancing one's career, or maintaining one's current position in the workforce.

Faculty:

capable of making productive use of new technologies and acquiring and maintaining a high level of expertise in them A teaching method that encourages active participation from all students and is available to all of them at the same time. acknowledgment that the vast majority of online students are adults capable of pursuing their own courses of study on their own time willing to accept constructive criticism, actively participate in debates while remaining thoughtful, and constantly strive for improvement Self-education using computer programmers and illustrations drawn from real-life situations (videos, podcasts, VR,).

3.2. Porter's 5 Forces Model:

"Because the education sector has historically been one of the slowest to adopt new digital technologies, the introduction of Covid-19 has turned many organizations' long-term wish lists into essential needs, particularly in the higher education sector. The process of digitizing EHL has seen a discernible pick up in speed over the previous twelve months. The Porter Five Forces Analysis is a useful strategic management tool for evaluating markets and determining the factors that are most influential in determining profit margins across a wide range of industries. It can be used to perform this evaluation and determination in a variety of contexts. Managers in the online education industry can use Michael E. Porter's Five Forces model to gain insight into the factors influencing profitability in the industry. This allows them to better position their company to capitalize on emerging opportunities and defend against potential threats, allowing them to better position their company.

3.3.1. What are Porter's Five Forces?

In his seminal article titled "Five Forces That Shape Strategy," Michael Porter identified five factors that have a significant impact on a company's profitability in the context of the industry in which it operates. These factors are as follows: The "Porter Five Forces Analysis" is another name for this set of five considerations used in today's business world. Some of the factors that should be considered when conducting an analysis of the Porter Five (5) Forces are as follows:

- Threat of New Entrants
- Bargaining Power of Suppliers
- Bargaining Power of Buyers
- Threat from Substitute Products
- Rivalry among the existing players.

The Porter Five Forces model is a comprehensive framework for making strategic decisions that goes beyond a simple examination of existing competition. Michael E. Porter developed the model. Michael E. Porter was the one who devised the model. The Porter Five Forces analysis focuses on the Online Education subsector of the Education and Training Services industry. This is due to the Online Education subsector's potential for long-term competitive advantage. Managers in the online education industry can use Porter Five Forces not only to improve their standing within the Education & Training Services industry, but also to identify untapped profit markets throughout the Services sector as a whole. This is due to the fact that online education is a subset of the Education & Training

Services industry. This is because the industry of online education is a subset of the larger industry of Services.

Threats of New Entrants

Price reductions, cost savings, and the development of innovative value propositions used to attract students have resulted from the entry of new players into the market for education and training services. Consumers have reaped the benefits in the form of lower prices. If the field of online education is to maintain its competitive advantage in the market, it must address all of these potential issues and build strong defences.

Bargaining Power of Suppliers

Almost every company in the education and training services sector gets some of its inputs from a diverse group of suppliers. This holds true even for the smallest of these businesses. There is a chance that suppliers with a dominant market position will be able to reduce the profit margins available to the online education industry. This risk is linked to the fact that the online education industry is currently expanding. Companies that provide educational and training services must pay a higher price for the products they sell because large service providers have a strong negotiating position on the prices of those products. The increase in supplier bargaining power reduces the overall profitability of businesses that provide education and training services.

Bargaining Power of Buyers

Customers have earned the reputation of being a picky and demanding demographic. Customers who shop in the same way they do are always looking for the best deals on the market's most desirable products and services. As a result of this turn of events, the online education industry's long-term profits are likely to suffer. When a market has fewer customers, that customer has more clout to demand better deals and price cuts than when the market has more customers. This is due to the competitive nature of online education.

Threats of Substitute Products or Services

When a new product or service fills an existing market niche in a novel way, it is common for a profit loss to result from the competition created by the new product or service. Data can also be stored using cloud storage services such as Dropbox and Google Drive, which are available as an alternative to physical hard drives. Alternative products and services that provide a value proposition that is distinct from the status quo pose a significant threat to the industry in which they compete.

Rivalry among the Existing Competitors

When there is a lot of competition among the existing players in an industry, prices tend to fall, which reduces the profits that everyone makes. The online course market is a highly competitive subset of the "Education and Training Services" industry, which is a highly competitive sector of the economy in and of itself. It is fair to say that the current high level of competition reduces the company's potential for long-term profits.

3.3.3. Implications of Porter Five Forces

To gain a comprehensive understanding of the factors that influence the profitability of an organization operating in this sector, I must conduct an in-depth analysis of each of the five different competitive forces that exist in the education and training services industry. This is due to the fact that there are numerous competitors in this industry. They can anticipate patterns that will cause a change in the flow of the game and react quickly to capitalize on those patterns. They also have the ability to predict patterns that may cause the game's outcome to change. Managers in the online education sector have the ability to influence the state of the Porter Five Forces, but only if they have a thorough understanding of the current factors at play.

3.3. Blue Ocean Strategy:

The Blue Ocean Strategy entails pursuing differentiation while keeping costs as low as possible. This strategy's goals are to carve out a new market niche and stimulate demand. The goal of the Blue Ocean Strategy is to carve out and dominate a market niche that is not being competed for, with the end result that any existing competitors are rendered irrelevant. It is based on the idea that the boundaries of markets and the structure of industries are subject to change as a result of the beliefs and actions of market participants. The structure of industries is also subject to change as a result of the beliefs and actions of industry participants. The structures of various industries are susceptible to transformation as a result of the beliefs and actions of those who participate in those industries.

3.4.1. The Red and the Blue Oceans:

When describing the current state of the market to differentiate between competitors, the authors of the seminal work Blue Ocean Strategy, Chan Kim and Renée Mauborgne, introduced the concepts of the "red ocean" and the "blue ocean." Blue Ocean Strategy is widely regarded as one of the most influential business books of all time. The term "RED OCEANS" can refer to the current market as a whole, as well as all of the various industries that are already in place. The competitive landscape in a red ocean is well understood, with clearly defined industry boundaries and generally agreed upon ground rules. These are the kinds of oceans most likely to yield profitable business ventures. These are the kinds of oceans that are most likely to generate profitable commercial opportunities. Businesses are pitted against one another in a brutal competition in this environment, with the goal of increasing the proportion of the market that each company controls. The presence of other businesses that provide comparable goods or services reduces sales and can prevent expansion. When it comes to products, competition in a commodity market is fierce and can even lead to physical conflict. As a result, the colour of the oceans has changed to red.

Blue Oceans, on the other hand, are all of the potential industries that have yet to be created, as well as the untapped and unpolluted market space that is waiting for them to arrive. This is in contrast to the concept of "Red Oceans," which refers to already established industries. It is possible to avoid competition by creating new demand, a strategy known as creating "blue oceans." There is significant room for rapid growth and development. The level of competition is not a significant issue in blue oceans because there are no predetermined standards or regulations in place. The phrase "Blue Ocean" refers to the enormous amount of unrealized potential that exists in markets that have not yet been

fully exploited. Blue ocean markets are markets that have not yet reached their full potential. The vastness of a clear blue ocean provides a huge window of opportunity for profitable expansion.

4: SWOT Analysis of Education-Based-Marketing:

Tuition fees are needed of students who attend higher education institutions (HEIs) full time, part time, or via distance learning in order for the institution to generate the money required to meet its financial capital needs. This is true whether the student attends the HEI in person or online. This can occur regardless of whether the student attends the higher education institution in person or online (Deming 2016). This can happen regardless of whether the student attends the higher education institution in person or online. It may happen in either case. A number of HEIs offer work-integrated education; the courses taught at these institutions emphasize the importance of being practical and having an application-oriented mind-set (Donthu 2020, 287)). English language competency has become an increasingly important factor in determining international student mobility (ICEF, 2017). As a result, an increasing number of programmes that are broadcast globally include an English commentary track. Students may be required to participate in internships with a range of local firms as part of their overall educational experience. This could be a graduation requirement. This is a scenario that cannot be ruled out as a possibility. This is a scenario that could very well occur. As a result of this fact, higher education institutions (HEIs) should consider incorporating work-integrated education (WIE) into the academic programmes that they offer to their students (Bousquet 2017, 300)).

4.1. Strengths:

Students who participate in integrated schooling have a better chance of becoming well-rounded professionals with the necessary amount of practical experience in their chosen field if they enrol in this sort of training. Students who participate in schooling that is connected with the workforce have a better probability of succeeding in their chosen area. If the students successfully complete the course, they will have a comprehensive understanding of the inner workings of a wide range of organizations and sectors. Work-integrated learning experiences, or WIEs, are often held in a professional setting that is relevant to the prospective career routes that students may choose to pursue in the future (Lee 2017, 19). The children would be given the opportunity to learn conversational skills as well as transferable skills, which would be valuable to them as they mature and develop in the coming years. As they grow and mature, the younger generation will realize that having attributes like these is beneficial to them. The goal of this endeavour is to help them, with the idea that they will gain a wide range of valuable generic abilities, including people skills, as a consequence of their interactions with their contemporaries, subordinates, and superiors as a result of this endeavour. This should be the principal area on which you concentrate your efforts. After completing their internships, the students will be able to apply the theoretical frameworks and conceptual understandings that they have gained to real-world problems. The instructor will provide them with this opportunity. They will have this opportunity as a reward for all of their hard work. According to Kolb & Kolb, students have the potential to boost their work opportunities while simultaneously increasing their knowledge and talents in an environment suitable to the achievement of professional goals. This is an example of something that could occur in a school setting (2005).

Higher education institutions are progressively entering into international collaboration partnerships with other educational institutions in different countries. These universities can be found in a wide range of countries. These educational institutions can be found in a wide range of countries all around the world. Students' efforts will directly result in educational opportunities, such as participation in exchange programmes and trips to local points of interest. Field trips and student exchanges provide students with valuable on-the-job training. This training supports what students learn in the classroom. This on-the-job training helps students reinforce the knowledge they have received from their classroom courses. Over the last several years, educational institutions have made substantial efforts to improve the alumni networks that connect their graduates with one another in order to better serve the requirements of their graduates. Their graduates have gone on to excel in a wide range of professions, including those in the commercial and industrial sectors of the economy, where they have become leaders in their domains. [An additional Higher education institutes (HEIs), which provide research and consultancy services,

maintain open channels of communication with a wide spectrum of organizations and businesses. This is done as part of the services they offer to their consumers. Executive Development Programs are an additional service provided by Higher Education Institutions (HEIs) to individuals working in the corporate environment. These people are usually in positions of authority. Working professionals in this area now have the opportunity to improve their education and update their skill sets as a result of these programmes (Mothersbaugh 2020).

4.2. Weaknesses:

Because the vast majority of educational institutions are not conducted as profitable firms, members of the academic staff who work at these institutions may be eligible for lab or union membership. Working in educational institutions has a number of advantages, one of which is this one. Because this outcome is not out of the question, it is not out of the question that the unions' strong negotiating power will prevail in the negotiation process and triumph against the institution's administrative personnel. It is possible that higher education institutions will be unwilling to adapt to the present changes in the economic world. This is an option. There is a possibility that academic staff members working in higher education institutions spend more time with their students than academic staff members working in other institutions; there is also a possibility that academic staff members working in higher education institutions do not always publish adequate and sufficient research; and there is also a possibility that academic staff members working in higher education institutions have fewer contact hours with their students. It is feasible that the fact that certain other educational institutions charge lower tuition rates will be enough to sway prospective students away from HEIs and toward those other educational institutions deemed competitors (Grewal et al 2018, 89). The physical locations of the areas that provide higher education, as well as the normal costs of living in those regions, will be included when evaluating global prospects. This ensures that the most precise findings are obtained. As a result, the obtained findings will be as accurate as feasible. There is a good chance that the efforts made by higher education institutions to advertise themselves on a worldwide scale are concentrated in a restricted number of catchment areas. This is one of the numerous reasons why this is a strong possibility. According to Constantine's and Zincky Stag (2011), as a result of this, it is extremely possible that they are passing up possibilities in specific domains that have the potential to be very lucrative since they are not focused on these areas.

4.3. Opportunities

It is encouraging to observe that educational institutions of higher learning that use educational technology have the ability to increase the overall quality of educational possibilities available to their student population. This is an important goal for higher education institutions to strive for. The quality of education that might be delivered to students participating in part-time or remote learning programmes could potentially be improved with the use of educational technologies. To be more specific, there is room for improvement in the overall quality of the online lessons made available to students participating in these types of programmes. Higher education institutions (HEIs) may use a variety of different communication tactics to effectively interact with their various audiences online. Blogs, RSS feeds, podcasts, wikis, electronic forums, webinars, and other online communication resources may fit under this category; however, these mediums are not the only ones. There are other additional online communication resources that could be used. Participation of professors and researchers from higher education institutions in academic conferences, as well as publication of their findings in journals with a high impact factor, should be encouraged by providing financial incentives to those faculty members and researchers by those institutions. These monetary inducements must be provided with the goal of increasing participation in scholarly conferences. This can be accomplished through the use of word-of-mouth marketing as well as the different avenues available through social media. In addition, they may include student testimonials, internet ratings, and reviews. All of these measures are undertaken with the intention of luring potential students who fit a wide range of distinct demographic traits to enrol at the institution. Academics who are currently working for higher-level educational institutions should be encouraged to serve on the editorial boards of prestigious journals. The development of research (or special interest) groups in HEIs may improve staff members' ability to engage with one another and collaborate effectively. Higher education institutions routinely organize social events, webinars, and programmes for alumni's continuous professional development, all of which are free and open to alums. The high quality of consulting and professional advising services provided by higher education institutions can benefit a wide range of businesses, including public and private organizations. The intellectual discourse of tourism policymakers, tourist executives, and academics is frequently found at international conferences and forums, which can be hosted at higher education institutions due to their capacity to serve as host locations for such events (HEIs). Students have the option of asking working professionals who are currently active in the field they are studying to speak to them about a variety of issues during class time. This gives students the opportunity to learn from those who are actually doing the task. Students may be able to gain a more beneficial degree of understanding of the subject matter as a result of the assistance provided by these subject matter experts, which would be useful to the students. Academic communities housed within

higher education institutions (HEIs) should be encouraged to share their research expertise with the commercial and industrial sectors of the economy in order to accelerate the process of innovation. This would allow HEIs to participate to the innovation process more effectively. They are responsible for disseminating the findings of their research to as many people as possible in the shortest amount of time (Duque, 2014; Parameswaran & Glowacka, 1995). Higher education institutions can get into cooperative arrangements with other respected educational institutions in a variety of subject areas; higher education institutions can obtain quality assurance and accreditation from worldwide awarding bodies for their educational programmers. Furthermore, higher education institutions can form collaborative arrangements with other recognized educational institutions in a variety of academic areas. Furthermore, through the utilization of cooperative agreements, educational institutions at the higher education level can develop collaborative collaborations with other reputable educational institutions in a variety of specialized sectors. Relevant research has the potential to improve industry performance as well as have an impact on how policies are developed. Before such lessons could be formally recognized as valid educational opportunities, an extensive investigation of a wide range of components would need to be done. Among other things, these traits include, but are not limited to, their leadership, curricular programmers and talents, assessment methodologies, project work, student placements, student assistance, feedback, and resources. These criteria, however, are not the sole considerations. This examination would have to take place before their classes could be officially recognized. Higher education institutions (HEIs) that welcome foreign students should emphasize their "global viewpoint" on their webpages, as well as the many different types of services they provide to students from various countries. Furthermore, it is critical that these websites state that they accept overseas students. Furthermore, it is critical that these websites explicitly convey that they welcome students from various nations. Furthermore, it is critical that these websites make it clear that they are delighted to have students from various countries attend. In recent years, there has been a significant growth in the number of students over the age of 25 who are applying to higher education institutions such as colleges and universities. This tendency may be attributed to the increased acceptability of the idea that individuals should continue their education throughout their life, both in developing and developed countries. There are still untapped markets in Asia, such as those where students do not have access to a high-quality education in their own countries. Because there are still markets in Asia that have not been fully developed, some of these Asian markets have not been totally penetrated. Asia has one such market that can be used as an example. For example, the explanation of their classes should be provided in a range of languages so that students can choose from among them. Higher education institutions (HEIs) can receive financial assistance in the form of student scholarships (given by governments, foundations, or non-governmental organizations) as well as sponsorships (donated by corporate

partners). International students who are currently enrolled in higher education institutions should be featured in their schools' digital media since they have the potential to function as brand ambassadors. Given that the overall number of young people on the African continent is expected to grow, there is a compelling economic case to be made for recruiting students from Africa. This is due to the fact that Africa has a big population of young individuals (British Council, 2018).

4.4. Threats

Several governments have previously taken efforts to limit the amount of public funding that they provide to higher education institutions (HEIs) located within their borders. Another term for these cost-cutting measures is "cutback" (Ester Mann, 2017; Ester Mann, Nickola & Steinem, 2011; Hoechst, 2006; Matron, 2005). As a result, higher education institutions may feel driven to engage in activities such as tuition collection and fund-raising in order to amass the funds required to meet their capital requirement; the market is exceedingly competitive. Higher education institutions must have appropriate resources to meet their capital requirements (in the global market). Higher education institutions are currently redesigning their recruitment techniques in order to attract prospective students. This is being done so that these schools can place a greater emphasis on students from other countries and markets. As a rising number of countries, particularly those with developing economies, improve (or are in the process of improving) their educational systems, it is expected that this pattern will continue for the foreseeable future. This is especially true for nations whose economies are still emerging. On the other side, some students believe that their own country's education system is neither capable nor of high quality (ICEF, 2017); these students may choose to study in a country other than their own. A rising number of individuals are living longer lives than in the past, which, along with greater life expectancies and decreased birth rates, is one of the factors leading to the phenomenon of an ageing population, which can be seen in many different countries throughout the world. The expansion of people's average lifespans is another factor that contributes to the development of this phenomena. All of these factors, each of which contributes independently to the phenomena as a whole, are responsible, at least in part, for the rising average age of the population. Each of these causes has a distinct impact on the phenomenon. Concurrently, the population's proportion of people aged 15 to 24 years old is decreasing. This age group is referred to as "young adults." These folks constitute a significant proportion of the global human population. This sizable population currently enrolled in higher education will undoubtedly reach its peak in Asia around the year 2020. When it reaches its apex, it will begin a steady drop that will last until it reaches the previous level. This process will be repeated till it reaches its beginning point. This technique will be continued till the level reaches the previous level (British Council, 2018). Political, social, and legal difficulties may have an impact on the marketing of higher education institutions (HEIs). As a result of these concerns, international students may be obliged to adhere to travel limitations. There is a chance that onerous travel conditions, such as the issue of national visas and immigration limitations, would impact prospective students' decisions when it comes to higher education institutions. This is because certain forms of travel controls, such as national visas and immigration restrictions, are particularly stringent. This is a possible event that could occur at some point in the future or it could not. It is possible

that the number of students who are financially able to study in another country will be reduced if governments in other countries limit the number of scholarships and exchange programmes accessible to residents of other countries. Students from all over the world, including those from African countries, are putting Asian educational institutions on their wish lists of attractive places to study, while the number of Asian students who want to stay in their home region for academic pursuits rises. This is one of the reasons why students from other regions of the world want to study in Asian educational institutions. Asian educational institutions are on the wish lists of students from other parts of the world for a variety of reasons, including this one. One of the many reasons why students from other areas of the world put Asian educational institutions on their wish lists, and this is one of them, is to study there. This is only one of the numerous reasons why students from all over the world are interested in the educational opportunities available in Asia. There are other additional causes as well. For sure, this is happening for a variety of reasons. China, Japan, South Korea, Singapore, and Malaysia are just a few of the Asian countries working to expand educational capacity in order to better handle the ever-increasing number of overseas students enrolling in their various educational systems. This is being done in order to better accommodate the growing number of overseas students enrolling in their various educational systems. This is done to better accommodate the growing number of overseas students enrolled in their varied educational systems. This is being done in order to better accommodate the growing number of overseas students. The goal is to better satisfy the needs of students from all over the world who are enrolling. These pupils have come from all over the world. When students and their families weigh the pros and downsides of studying in another nation, one of the variables that is becoming increasingly relevant is value. This is considered alongside the rate of return on investment. As a result of this feature, prospective students may consciously select to enrol in colleges and universities that are physically close to where they live. This decision may be motivated by the convenience that such proximity provides. Furthermore, there is mounting evidence that huge corporations are placing less emphasis on famous educational institutions, as well as the brand identities of such institutions (ICEF, 2017)

5: Education Marketing and Porter's Five Forces Model

The Five Forces Model is a strategic model based on five factors that determine a market's allure. The following sentence describes these five factors: The following sentence explains each of these five different aspects: The sentence that came before this one explained all of these different aspects (Kotler 2018). Because of the development of this model, it is now possible to conduct an analysis of how appealing one industry is in comparison to others. This comparison can be made across industries. As a result, it is now possible for a company to make changes to its existing strategy. The Five Forces Model developed by Michael E. Porter is frequently used when writing a competitive analysis. An analysis of competition is divided into two parts: one examines the level of competition that already exists within an industry, and the other examines the competitors who are currently operating in the market (the component in Industry Analysis). The second scenario lends itself especially well to the application of Porter's Five Forces model. This is one of the many different parts and components considered by the Industry Analysis (Vargo et al 2018).

5.1. Why Porter's Five Forces Model?

By conducting an analysis of Porter's five forces and putting that information to use, it is possible to gain insight into a sector's level of relative attractiveness. It is a strategic marketing model that allows business owners to adjust an industry's strategy based on the allure of the market in which they operate. The Boston Consulting Group is in charge of developing this model. Furthermore, it is possible that it will play an important role in the overall marketing strategy.

5.2. How does Porter's Five Forces Model look like?

According to Porter, the nature of the competitive landscape is determined by the interaction of the five forces listed below. These are the forces at work:

1. The power of suppliers;
2. The power of consumers;
3. The degree to which substitutes and complementary goods are available;
4. The threat of newcomers into the market;
5. The internal competition of players on the market.

Power of suppliers

Is there a large number of active suppliers competing against one another on the market, or is the number of those suppliers relatively small? In most cases, a smaller number of suppliers has more influence than a large number of suppliers who are all competing with one another. How much influence do various manufacturers and distributors have on the business sector as a whole? (Allen 2016) Are there any significant extra costs associated with switching from one provider to another? In what ways does the product differ from the norm in the categories listed below? Is it possible for one person to create the product entirely on their own, without the assistance of others? The following is a condensed version of the factors that influence an organization's bargaining position and can be listed in this order: The ability of a company and its suppliers to negotiate successfully has a significant impact on the attractiveness of the industry in which they operate. This is due to the importance of successful negotiations in a company's ability to obtain favourable terms from its suppliers. This is due to the fact that effective negotiation is required for the successful completion of any business transaction. This has an impact on the company's ability to maintain consistency in its quality standards, pricing, and operations (v et al 2019).

Power of consumers

When it comes time to negotiate, how strong of a position does the customer bring to the table? Investigate the following aspects of the problem: The portion of total market turnover accounted for by a specific consumer's contribution to the total. When purchasing a large quantity of something, one has the opportunity to bargain for a lower price. This is due to the fact that there are fewer sellers competing for their business. How much urgency does the customer feel when it comes to purchasing the product? When a cus-

customer places a high value on the purchase of a specific good or service, they will not settle for anything less than the best possible experience with that product or service. They will not settle for anything less than the best possible experience. If the issue at hand is not particularly important, it is extremely unlikely that a replacement will have a significant impact on the situation. The following illustrates the degree to which the product is homogeneous or heterogeneous, as well as the level of standardization: Is there a significant additional cost to switching to a different provider (and possibly a competitor)? The benefit or advantage that it provides to the consumer as a whole. What kind of return on investment does the customer get for their purchase? How many minutes of call time does a customer receive in exchange for a ten-euro payment? 100 or 200 Is it possible for one person to create the product entirely on their own, without the assistance of others? The amount and quality of information available to a specific shopper at any given time. Consider both the prices and the costs, and then compare how the two stack up against one another. There are a number of different factors that influence the customer's position during the negotiation, some of which are listed below. The negotiating position that a company maintains with its clientele is one of the most important factors that determines the attractiveness of the industry in which it competes. This is one of the most important considerations. This has an impact on the company's ability to maintain consistency in its quality standards, pricing, and operations.

Degree to which substitutes and complementary goods are available

Is it possible to identify a substantial number of alternatives or replacements, or are only a few of each available? Consider the possibility that, instead of taking the train, you could travel there by bus. According to Porter, a substitute is a particularly dangerous competitor when it offers a clear price-performance advantage. This is due to the fact that the substitute will outperform the original product at a lower cost. This is because the alternative product will be able to outperform the original while also being less expensive.

Threat of newcomers

In what percentage of cases do you think we'll be successful in breaking into this market? The results obtained can be attributed in part to the following factors: Current service providers frequently benefit from economies of scale, allowing them to keep their prices competitive and their customers satisfied. To gain a foothold in certain markets, new entrants will require capital in the form of a significant amount of financial backing. Consider yourself in a hospital waiting room. The cost of conversion; should we expect a significant increase in spending if we switch to new products? If so, how much of a rise can we expect? Access to multiple distribution channels, on top of the fact that breaking into multiple sales channels is not always easy. Consider for a moment that you are in a grocery store

right now. The government has the ability to compete with new market entrants and even prevent them from entering the market. It is difficult to compete with larger companies that have already established themselves as industry leaders when a company has a well-known brand. Because there is no way to enter the distribution channel through any of the available points of entry, it is impossible. The degree of danger posed by newcomers is determined by a number of factors, some of which are discussed in this article. These aspects are covered in this discussion. Internal competition within an organization based on market conditions how significant is the presence of other businesses in the market that offer comparable goods and services to those offered by my company?

The degree of competition in a market.

Is there currently fierce competition for market share, or is the industry dominated by a single company with a monopoly on the market? There is fierce competition for market share right now. The level of competition present in a given market is an important factor in determining whether or not that market is appealing to potential buyers. Following research on these five forces, one can conclude that there are numerous significant opportunities and risks. This is true for both the opportunities and the risks. We will go into greater detail about these opportunities and risks in the paragraph that follows. Both the Industry Analysis and the SWOT Analysis incorporate these into their respective processes.

When you are in charge of managing a crisis on a daily basis, you don't have much time to consider the situation in a broader context. Even if you have the time, it is usually necessary to negotiate across departments and lines of authority in order to focus the conversation on solutions that can be implemented. The following are some illustrative examples of some of the challenges that educators face, which will be organized using the Five Forces model. The examples that follow are just a few of the challenges that teachers and other education professionals face on a daily basis. This is a tool that might be useful to you.

To begin, Michael Porter's Five Forces Analysis is a method of addressing business challenges by categorizing them into five categories: suppliers, buyers, competitors, the threat of substitution, and the threat of new entry. This approach to addressing business challenges can be found in his book "Competitive Advantage." This instrument is a method of analysing the obstacles that a company must overcome in order to succeed. This is one viewpoint that can be considered when considering the issues that a company is attempting to resolve. These specific forces acting on an organization are constantly changing and obviously differ from one business sector to the next. They are classified into three

types: They are classified into three categories: To get you started, we thought we'd share some of the first thoughts that occurred to us, which are as follows:

5.3. Determinants of Supplier Power:

Your "supply" is made up of teachers and infrastructure, despite the fact that, as an educator, you're probably not used to thinking of it that way. Your "supply" does, however, include these items. This information may come as a surprise to you (Allen 2015). Furthermore, both of these considerations have an impact on the pedagogical decisions that you ultimately make. For example, if you are considering putting more emphasis on topics related to science, technology, engineering, and mathematics (STEM) in order to meet the ever-increasing demand, you should be prepared for an increase in salary costs. This is due to the fact that STEM-related jobs tend to pay more than other jobs. According to the findings of the Bureau of Labour Statistics' National Compensation Survey, the average salary for a post-secondary teaching position in a STEM field is \$85,827, while the average salary for a teaching position in the humanities is \$78,134, which is significantly less. These figures were derived from a salary comparison of the two types of teaching positions. (Law professors are to blame for the annual salary increase, which has now reached \$78,000.) This increase resulted from increased demand for their services. When they are removed from the equation, the average falls to \$71,123, a \$14,000 difference when compared to the average salary of STEM positions. What about the framework that holds everything else together in the first place? Assume you're expanding your lab sciences program. Despite their attractiveness, however, one cannot ignore the impact they have on the facilities. "Great," you think, "I'll go talk to development about funding a new science building." You go to development and discuss funding for a new science building. You make your way over to development to discuss funding for a new science building. That is exactly what you do. While you're there, inquire about the possibility of adding an endowment to support new facilities not only during the construction phase, but also in the long run. This would help new facilities not only during the construction phase, but also in the long run. This will help newly built facilities not only during the construction phase, but also in the long run. It's always exciting to see a well-known brand name appear on a gleaming new building, but someone has to pay for the electricity, and the roof won't last forever. As a result of the demands placed on the physical plant, your salary budget will be reduced, reducing your ability to recruit and retain top teaching talent (Chong et al 2017, 5145)).

5.4. Determinants of Buyer Power:

Educators have worked to globalize the student body over the last decade. While the influx of international students and their lovely, lovely full-tuition-plus-fees contributions have helped the bottom line, there are some clouds in the sky: The decline in enrolment can be attributed to a variety of factors, including the Chinese economy's weakening, the growth of domestic institutions, and political antipathy toward the West. Scholarship support from Saudi Arabia and Brazil was reduced, resulting in a drop in applications from those countries. Students use price comparison shopping to find the best deal, and student blogs serve as a lively forum for the exchange of ideas, indicating that cost influences the products they buy. Students are always looking for the best deal, and price competition is taking place on a global scale.

5.5. Determinants of Competitive Rivalry:

There's a good chance you're also dealing with rivalry on the front lines of your own organization. The number of public and private postsecondary institutions offering four-year degrees has increased by 54%, from 1,957 in 1981 to 3,026 in 2013. This is an increase from the previous high of 1,957 in 1981. This represents a significant increase when compared to the number of schools offering four-year degrees in 1981. Nonetheless, projections from the National Centre for Education Statistics show that the total number of students will increase by only 16.8% between 2016 and 2025. After conducting research, the National Centre for Education Statistics reached this conclusion. As a result, more students will seek the best deal possible, more schools will be considered as a result of the Common Application, and more schools will compete for a smaller pool of applicants.

5.6. Threat of Substitution:

Students are starting to think of their education as a product or service, and as a result, they are doing more research and comparison shopping for it. This has resulted in grade inflation, a greater willingness to accommodate students with special needs, and a "shopping" mentality, which has resulted in the four-year tradition's grip on students' minds loosening. Other factors contributing to this trend include a greater willingness to accommodate students with special needs and a "shopping" mentality. According to the findings of a study conducted by the National Centre for Education Statistics (NCES) on the topic of "Persistence and Attainment of Postsecondary Degrees," there has been an increase in the use of education with a "mixed menu." This trend, in particular, has been observed to be increasing in frequency. The traditional four-year degree programme is now being updated to include "gap years," two-year programmes, online courses, summer courses, and sometimes even work experience. The driving forces behind all of these alternative, more competitive education options are the rise in traditional tuition costs, the increase in student debt, the decline in ROI, and the pressures placed on universities to adapt in order to meet an ever-increasing variety of student requirements. Other factors that have contributed to the rise of more competitive alternative education options include: The following are some additional factors that have contributed to the rise of more competitive alternative education options: Furthermore, there has been an increase in the number of Latinos who choose to act in ways that are contrary to societal standards. Because the number of people falling into this demographic is rapidly increasing, teachers and administrators must keep a close eye on it. Traditional four-year institutions are likely to see a decrease in the number of students graduating in eight semesters, an increase in the number of students transferring schools, and an increase in the level of disorder. Furthermore, there is a good chance that the level of disorder will rise. It is possible that some additional funding for the admissions office's administrative budget would be beneficial.

Are you up to date on "Stackable" credentials, such as certificates, EMBA's, and associate degrees, to protect yourself from new entrants in the industry? People are looking for viable alternatives, which is why these options are becoming more popular. Individuals are looking for viable alternatives as pension funds and employer-sponsored on-the-job training become extinct. Employees today typically prepare for the possibility of having a variety of jobs over the course of their careers and being responsible for their own ongoing education and training. Furthermore, employees generally expect to be expected to take responsibility for their own professional development. As a result, there is a greater demand for credentials that can be obtained to prepare for a career change or advancement within one's current career. These "stackable" credentials are an essential component of the "as-needed" educational mind-set, and they contribute to the concept of the student as

a consumer. This educational mind-set is one of the most prevalent trends in higher education today. They can be obtained in a variety of ways, including online, in-person, and hybrid learning environments. Make the necessary preparations to act decisively.

5.7. Threat of New Entry:

Our marketing perspective on the five forces affecting educators is that of an outsider looking in, and the examples we've provided here are likely just the tip of the iceberg in terms of what you face as an educator. We observe the education industry from the outside looking in. However, now that the model has been established for you, we recommend that you examine your current challenges and categories them using Porter's five forces model. This will help you understand how to approach these challenges more effectively. As a result of reading this, you will have a better understanding of how to approach these challenges. There's a good chance you'll find it gives you some much-needed perspective on what you can and can't fix (for example, the state of the global economy), as well as what you can and must anticipate, such as more non-traditional students, more demand for non-traditional course structure, and so on. It is likely that you will find that it provides you with some much-needed perspective on what you can and cannot fix (We have a high level of confidence that you will find it to be an educational and useful resource).

6: Blue Ocean Strategy and the Education marketing

Consider the following examples: If you were to compare classrooms from 1900, 1950, and today, you might be surprised or disheartened to discover that they are remarkably similar. This is due to the fact that classrooms have changed very little over the last century. Take a look at this: Despite the fact that the world around us is changing at an unprecedented rate, this antiquated educational system has not changed all that much in recent years. What are the recommended courses of action?

Rethinking the Overall Approach:

The first step in improving the educational system in the United States is to consider the "job" that these institutions are supposed to be doing and the people that they are supposed to serve. This is the first step that must be taken in order to make progress toward improving the quality of the educational system in the United States. As anthropologists, we believe that the most effective way for educational institutions to achieve this goal is for them to look beyond their own campuses and into the community that surrounds them. Their strategies were developed in a different era, when society moved at a slower pace, and education prepared you not only for jobs that were already available on the market, but also for the lifestyle that you planned to pursue after finishing school. In other words, their strategies were developed during a time when people spent much more time in school. Let's look at the current challenges in higher education and how a Blue Ocean Strategy might be able to help address them, so we can get a better understanding of what the potential benefits of a new strategy could be for the entire higher education system. As a result, we will have a better understanding of the potential benefits of a new strategy for the entire higher education system. If we do this, we will have a better understanding of the potential benefits of a new strategy for the entire higher education system, allowing us to make an informed decision about whether or not to implement it.

Problem #1: Higher Education institutions are not adapting to changing times

Higher education institutions, on the other hand, have only scratched the surface when it comes to adapting their own teaching methods and expanding the range of educational services they provide. Higher education institutions recognize that it is their responsibility to prepare their students for a constantly evolving technological world; however, they have not done enough to prepare for this responsibility. Higher education institutions are well aware of the responsibility they bear in preparing their students for a technological world that is constantly evolving. They must recognize their role in this massive shift and learn how to harness the power of technology in order to incorporate it into the ways they teach students. This will enable them to keep up with the rapid pace of change in the world.

The second issue is a complete lack of lab or-force participation.

The industry is currently facing a number of significant challenges, one of which is the misalignment of higher education with the current lab or market structure. Collaboration with business is a good way to improve an educational institution's curriculum and open its eyes to the necessity of teaching students the required skills — both hard and soft skills — that they will need to teach in order to get hired and stay employed (Simamora 2020, 91). This is a good way to improve an educational institution's curriculum and open its eyes to the importance of teaching students the necessary skills. This is due to the fact that students will require both hard and soft skills in order to be successful once they enter the workforce. This is an effective strategy for improving the educational programmes offered at a specific institution.

The third issue that must be addressed is a lack of connection with the students.

When you graduate from college with a degree, it does not always guarantee you a job in the field in which you concentrated your studies. This is no longer true. Despite the lack of evidence to support its claims, this fallacy has existed for a very long time and continues to exist today. Students who are not interested in the traditional coursework offered by universities can participate in free online programmes, take certification courses, or pursue other formal and informal pathways. Students have access to these options.

6.1. How can Blue Ocean Strategy help academia?

Given the significant changes taking place in our society as a result of the arrival of the modern era, it is clear that a new approach is required. Professors Chan Kim and Renée McGee are credited with conceptualizing the "Blue Ocean Strategy." This strategy was developed with the goal of gaining market leadership. This strategy is described in detail in the authors' best-selling book of the same name. At SAMC, we believe that higher-level educational institutions should take the Blue Ocean Strategy into serious consideration. The Blue Ocean Strategy's overarching goal is for businesses (or, in this case, educational institutions) to break out of a competitor-driven, oversaturated market (red ocean) by entering a new, uncontested market that focuses on providing customers with increased value at lower prices. This is the Blue Ocean Strategy's primary goal. The Blue Ocean Strategy was developed by W. Chan Kim, who also invented the term "blue ocean" (Blue Ocean.) The notion that our brains are resistant to change in response to novel experiences will serve as the guiding principle for this strategy. As a result, in order to prepare your mind for the prospect of a blue ocean, you must do the following: To begin, you should perform what is known as a "Visual Awakening" by utilizing the tools included in the Blue Ocean strategic canvas. This will get you thinking about the possibilities available to you. If you conduct a strategic canvas, you may discover that your current strategy is keeping you in the same red ocean as the rest of your competitors. Creating a strategic canvas, on the other hand, allows you to see what you could do to add value in novel ways. This is a significant benefit. This is a significant advantage. As a result, a previously unoccupied market space has opened up, and you are the first, best, and only player in the market in this space (at least until someone else comes along).

Following the process of "Visual Awakening," the next step is to engage in "Visually Exploring," which is the next step after that. You will be able to accomplish that goal with the help of some of the tools made available to you in this location. The identified consumer pain points can serve as a source of inspiration for big ideas, which have the potential to become your new market space or blue ocean of opportunities. Third, as you and your team begin to compile the vast number of ideas you have, consider how these ideas can be organized into a variety of different strategic options. This is an important consideration to keep in mind as you progress through the process. Put these ideas forward as potential strategic planning canvases, have a discussion and a debate about them, and then design the one that has the most potential to become the most advantageous new strategic opportunity for you and your organization. Draw a variety of images to aid in the process of imagining the new "you" that the organization will become. It is impossible to convey the significance of this point of view on the situation adequately. It is not enough for your brain to simply "hear" the facts you are promising; it also needs to "see" what you are imagining

in order to fully comprehend what you are thinking. It is necessary for your employees to be able to see it in order for you and your employees to be successful in making it work. The key is to target people who do not currently use the product or service because they represent a potential new market space. People who do not currently use the product or service could fill this market space. People who do not currently use the product or service may be able to fill this market gap. This mental shift is required for success when implementing Blue Ocean Strategies.

After being updated, a version of "Blue Ocean Strategy" that had been revised and brought into the current decade was made available in 2015. For more than a decade, companies and organizations have sought advice from W Chan Kim, co-director of the INSEAD Blue Ocean Strategy Institute, and Renée Mauborgne, INSEAD Distinguished Fellow, on "How to create uncontested market space and make competition irrelevant." "How to Create Uncontested Market Space and Make Competition Irrelevant" is the title of their book. Book's title is very appropriate. The title of their book is "How to Create Uncontested Market Space and Make Competition Irrelevant," and the subtitle is "How to Create Uncontested Market Space." The title of the book is well chosen and fits it perfectly (Galagher 2022). The authors distinguish between two types of oceans in their work: "red oceans" and "blue oceans." Oceans of both types are referred to as "oceans." In the modern business world, there are examples of "red oceans," which are populated by numerous companies competing for the same market. When compared to the level of demand experienced by red oceans, there is an excess of supply. According to the study's authors, blue oceans are markets that have not yet been exploited and do not currently exist. This means that there are currently no blue oceans on the planet. The presence of blue oceans aids in the development of new consumer demand tiers. Companies that can succeed in blue oceans typically do not need to devote too much attention to their competitors. Blue ocean strategies, on the other hand, seek to create new market space that is not currently occupied by anyone else, rendering competitors irrelevant. This is due to the fact that blue oceans create entirely new markets.

In recent years, there has been a significant amount of discussion and writing about the decline of higher education. Indeed, a significant number of the so-called "disruptions" that have occurred in the higher education sector would lead one to believe that within the next five to ten years, a significant number of colleges and universities will either cease to exist or will merge with other types of educational establishments. This forecast is based on the fact that a significant number of the so-called "disruptions" that have occurred in the higher education sector would lead one to believe that within the next five years This forecast is based on the observation that many of the "disruptions" that were predicted to occur in the field of higher education have actually occurred. According to the findings of a recent survey of college presidents in the United States conducted by the Chronicle of

Higher Education, the majority of respondents believe that higher education is heading in the wrong direction. In primary recruitment markets, there is a decrease in the number of high school graduates, a smaller middle class, and applicants with lower socioeconomic status. These are the three most frequently offered explanations. When asked how they planned to increase revenue, 88% of public college presidents and 77% of private college presidents said increased fundraising would be their primary 'new' revenue stream. This finding held true across all types of colleges. This finding was consistent across all types of educational institutions. This was true regardless of whether the colleges were classified as public or private institutions of higher learning. When asked to provide a list of ways in which they would increase revenue if they were not concerned about the consequences of their actions, the presidents' first responses were to raise tuition fees and increase the amount of work assigned to each individual teacher. Furthermore, when asked to provide a list of ways they would increase revenue if they didn't have to worry about the consequences of their actions, they gave no list at all.

The following quote was attributed to Mark Schneider, vice president and fellow at the American Institutes for Research, as well as president of College Measures, in the June 4, 2015 issue of *The Wall Street Journal*. "Between 2008 and 2013, there was an 18% increase in the number of bachelor degrees awarded in the United States," according to a quote attributed to Schneider. There was a more than 40% increase in the number of people who received career-focused certificates, while there was a 38% increase in the number of people who received associate degrees. Since 1978, the cost of obtaining a higher education has increased by a factor of 1,200 times. The United States Bureau of Labour Statistics only recently released this data. In the same time period, the cost of medical care has increased by 634 percent, while the Consumer Price Index has increased by 279 percent. In the United States of America in 2003, a college graduate could expect to earn a median hourly wage of \$18.41. Since then, this figure has decreased. The national average hourly wage fell by 2.5% from the previous year to \$17.94 in 2015, representing a 2.5% decrease from the previous year's figure.

The majority of people in today's society see a college degree as a requirement for entry into the "good life," rather than an investment that will be profitable regardless of the amount of time, money, and debt required. As a result of the rapid advancement of technology, traditional educational institutions are gradually losing their relevance in today's society. These technological advancements have the potential to completely change how students learn. There is already digital content that can be obtained for free or for a fee, in addition to digital courseware, MOOCs (also known as massive open online courses), and SPOCs (also known as small private online courses) (also known as massive open online courses). Furthermore, game-changing technologies such as Google Glass and virtual reality classrooms are still in the early stages of development. This applies to both of these

innovations. Nobody can predict how online programmers, MOOCs, and other technologies will ultimately impact higher education delivery; however, a number of venture capitalists in Silicon Valley are betting that higher education will follow in the footsteps of music, publishing, and newspapers. [[City In 2013, venture capital investments in companies that provide technology for higher education totalled more than \$2.1 billion, up from less than \$200 million in 2008. This figure has risen from less than \$200 million in 2008. This represents a significant increase in growth over the previous year.

At the very least, technology is redefining physical space and learning, and it lends support to Harvard Business School Professor Clayton Christensen's theory of "disruptive innovation." Change occurs when start-up companies use technology to sell products and services to the outskirts of a given market, according to Christensen's theory. This is a market that the market's dominant players ignore. According to [C] Christensen's theory, transformation occurs as a result of start-up companies using technology to sell goods and services to the outskirts of an existing market. Kevin Carey, a writer, recently had a book published with the title "The End of College." Carey's argument in this book is that the skyrocketing cost of higher education, combined with the revolution in information technology, is converging in ways that will fundamentally alter what it means to go to college. Carey contends that these two factors will fundamentally alter what it means to attend college. Carey's book is available for purchase on Amazon.com. His "University of Everywhere" is spread across the entire globe, and it offers a large number of students a highly personalized and individualized college experience at prices that are within their financial means. The "University Everywhere" does not award traditional college credits, nor are they based on arbitrary amounts of time spent in a classroom setting. Traditional college credits, on the other hand, are based on the amount of time spent studying specific subject matter. Traditional college credits, on the other hand, are assigned based on the amount of time spent studying various subjects. Students will instead earn credits through a new credentialing system based on their level of competency as well as evidence of what they have learned. The current system of earning credits by demonstrating that they have learned something will be replaced by this system. Evidence of what they have learned will serve as the system's foundation. According to Carey, a Courser representative named Daphne Keller stated that the company plans to develop 5,000 courses in the near future and will provide "an education in anything for anyone, anywhere."

Many private colleges and universities in the United States have been forced to operate at a discount rate of nearly 45% due to their failure to meet enrolment goals in recent years, while also experiencing annual net revenue declines. Because of this, many of them have been forced to operate at a discount rate of nearly 45%. The average yield rate for institutions was 49% in 2002, but it was only 36% in 2013, a significant drop from the previous high of 49% in 2002. There are numerous colleges and universities that are competing for

an ever-shrinking pool of "traditional" college students. This competition is expected to continue in the near future. This group of students includes students who are enrolling in college for the first time as well as students who are transferring from other educational institutions. According to some estimates, one out of every three students who enrol in a college degree programme will not complete their education there. This phenomenon, also known as "educational migration," has existed for quite some time. At this point, the situation has been this way for quite some time. Can it be determined, taking into account the state of the economy, technological advancement, and consumer preferences, whether the higher education industry is competing in a red or blue ocean?

6.2. Examples of blue oceans in higher education

In 2012, the American Association of Collegiate Registrars and Admission Officers, or AACRAO, published a book with the same title under the title "Anticipatory Enrolment Management." The author of the book was the same. Anticipatory Enrolment Management, or AEM, was defined as the process of preparing for new enrolments by developing new academic programmes and investing in innovative and original technological uses. This was done to prepare for new enrolments. This was done to prepare for any new students who might enrol. Enrolment managers must collaborate with all other areas of administration to investigate trends both within and outside of higher education, and then connect those trends to future enrolment opportunities. The following sentence outlines those responsibilities. AEM focuses on increasing and diversifying a college's revenue stream by using data and research to anticipate and create new market opportunities. This contributes to AEM's goal of increasing a college's overall revenue. This is done in order to capitalize on newly available market opportunities. When enrolment targets aren't met, Active Enrolment Management focuses on expanding the revenue pie rather than cutting budgets or laying off employees.

There are so many potential blue oceans in higher education that it is impossible to list them all; however, here are a few examples: On May 14, 2015, the United Nations Educational, Scientific, and Cultural Organization (UNESCO) released a report stating that the percentage of people worldwide participating in higher education increased from 19% in 2000 to 32% in 2012; the report also stated that this increase occurred over the course of 15 years. The vast majority of these international students did not travel to another country to participate in undergraduate programmes that lasted more than four years. All of these programmes were completed in the student's home country. There were approximately 1.8 billion people in the middle class in 2009, and it is expected that the number of people in the middle class worldwide will increase to 3.3 billion by the year 2020. Students from other countries are contributing to the growth by enrolling in classes delivered online

or through massive open online courses (MOOCs). • From 2.1 million in 2000 to 4.2 million in 2010, the number of students choosing to further their education outside of their home country has more than doubled. What can we glean from these statistics about the opportunities presented by blue oceans or how to forecast the emergence of new markets? Sending international counsellors to international fairs and conferences, as well as hiring agents, may be only one way to recruit international students at this time. It is also possible that this is the only method available. According to these statistics, service providers who offer online courses and study abroad programmes with shorter durations have an opportunity to develop a blue ocean market among international students. This market segment would consist of students from countries other than the United States.

There are also opportunities for educational institutions in the United States, such as colleges and universities, to increase their share of the total number of students enrolled. These possibilities exist in the form of possibilities. According to the United States Census Bureau, only one-third of American adults of working age have a bachelor's degree, and 35 million people over the age of 25 have not completed college. This data was made public in the United States. These specifics were included in a publication made available in the United States. Do colleges and universities know how many of their dropped students went on to complete a degree, or how many adults in their communities already have some college credits and would like to complete their degree using a combination of online and competency-based credits? If this is the case, how many of those adults would like to complete their degree via online and competency-based credit options? If this is the case, how many of those adults are interested in completing their education through online and competency-based credit options? What procedures would be followed if they were approached by another person? This specific group of students represents an untapped source of new enrolments and revenue for the institution. This is due to the institution's failure to realize its full potential. Michael M. Crow, the current president of Arizona State University, is another example of someone whose life can be compared to swimming in blue ocean waters. Crow is the person in charge of the university right now. Throughout his life, he has been compared to a swimmer in the clear waters of the ocean. Blue oceans cover the vast majority of the topography in the universe in which he operates. Since assuming the presidency, enrolment has increased by 50%, academic departments have been reorganized, an agreement with Starbucks has been reached to allow its employees to participate in online programming, and Starbucks has agreed to reimburse students for any tuition costs that are not covered by needs-based financial aid. All of these developments have occurred since he assumed the presidency. Since assuming the presidency, the university has also reached an agreement with Starbucks to allow its employees to participate in online programming. This agreement was reached shortly after he assumed the presidency. Since 2006, the percentage of students who progress to

their second year of study has increased by seven percentage points, reaching 84% in 2013. Arizona State University launched the Global Freshman Academy this year in collaboration with eddy, a company that provides massive open online courses (MOOCs). The Global Freshman Academy will provide students with access to a wide range of general education courses that can be taken entirely online in order to satisfy prerequisites for students entering their first year of college.

Fishing in the pristine waters found deeper in the ocean.

Recognizing blue oceans for what they are is a positive step; however, actually benefiting from them is a completely different challenge. Recognizing blue oceans for what they are is a positive step. Although many articles have been written about the problems that plague higher education, there have not been nearly as many articles written about how to solve the problems that college and university presidents face on a daily basis. There is a significant gap in the existing body of knowledge in this area. University leaders must create new business models that require a disciplined process from strategy to execution, as well as models that challenge deeply ingrained beliefs and university cultures. These models are required for universities to remain competitive in the twenty-first century. These models are critical for educational institutions like universities to remain competitive in the twenty-first century. Even though the new business models honour a college or university's history, they are still adaptable enough to help educational institutions adapt to new circumstances and plan for the future. According to Larry Ladd, director of national higher education practice at Grant Thornton, only 25% of university administrators believe that current business models will be sustainable for more than five years. Larry Ladd provided this information. Ladd was the one who made this particular discovery. Colleges and universities will need to reconsider their approaches, beginning with their missions and progressing to their investment roadmaps.

In order to transform the current business models in higher education and reap the benefits of blue ocean thinking, college and university presidents must provide answers to the five questions listed below:

- Has your goal changed in any way since you first established it?

Who are the students for whom your university is responsible, where do they live, and how frequently do they visit you?

Are the amounts of money you intend to spend proportional to the goals you wish to achieve?

- What kind of business model does the educational institution you attend, whether a college or a university, use to carry out its day-to-day operations?

How do you run your business? Do you run it like a Holding Company, in which you look out for your own interests, an Allied Company, in which you have some local autonomy based on market needs and a strong desire to share some services, or an Integrated Company, in which you have one strategy for all parts of the college or university and common systems throughout the entire organization? If so, what are your objectives? In what ways, if any, do you anticipate that technologies such as massive open online courses (as they develop), shorter-term and certificate programmers, virtual classrooms, and other technologies will impact revenue generated by your university's four-year, on-campus undergraduate degree programmers?

7: Results & Conclusion

This dissertation endeavoured to analyse the shift of education system from face-to-face to online. The main purpose of the research was to dissect the frameworks through which the education system can play either positive or negative role in the marketing phases. The way education is delivered in the twenty-first century has changed dramatically. Learning is no longer limited to a single location or time of day. It's no secret that the advent of the internet has had a significant impact on how we teach. It has made available to the general public a vast body of knowledge that was previously only available to specialists and academics. But what caused this abrupt shift? There are examples of technology being used in the classroom, but e-learning as we know it today is a relatively new phenomenon. Educators first began incorporating technologies such as televisions and slide projectors into the classroom setting in the 1950s. While other institutions may have dabbled in online learning, the University of Illinois in the United States can lay claim to being the first to do so in the 1960s. Although there was no internet at the time, students were already using computer networks. This shift to the online measures has been mainly provided by the outset of covid-19 which enforced the world's system of operationally to turn into a completely different direction.

The rapid growth of online colleges and universities demonstrates the importance of the sector in today's economy. The widespread availability of high-speed internet enabled by cutting-edge technologies such as 4G and the soon-to-be-released 5G is expected to fuel a meteoric rise in online education over the next few years. The global market for online learning is expected to be \$187.87 billion in 2019, up 400% from just six years ago (Teräs et al 2020). This remarkable progress has been aided by both the rapid evolution of technology and the widespread availability of education in previously underdeveloped areas. The next surge in online school popularity is likely to come from developing countries such as China, India, and Africa. To summarize, one of the most game-changing trends in the twenty-first century is the rise of distance learning. Educational materials are now more accessible than ever before thanks to the advancement of online learning. If this opportunity is seized, the world may enter a new era of development and prosperity.

The field of education marketing revolves around increasing access to and knowledge of valuable educational materials. Lectures, tutorial videos, articles, books, desktop and mobile applications, and software are all examples of educational content. Educational content has the potential to arouse widespread interest and inquiry around the world if properly promoted. When a worldwide pandemic struck in 2022, it caused a dramatic shift in how people were educated. These changes will have long-term ramifications for a large

number of people. Though many classroom teachers now supplement instruction with mobile apps, some students still prefer entirely online courses. Education marketing will continue to evolve in response to market demands, allowing apps to reach students, teachers, and parents who are interested in using digital learning tools more effectively.

When education is delivered in a more traditional, face-to-face setting, both students and teachers have the opportunity to benefit from and contribute to the development of one another. However, as a result of the pandemic, educational institutions have had to reconsider their approaches to teaching and learning in order to incorporate feedback from a broader range of stakeholders. This is due to an increase in the number of people affected by the disease as a result of the pandemic. Governments, ministries, agencies, schools, and universities around the world have been forced to consider the possibility of providing education online through a variety of different e-Learning platforms. This includes both public and private higher education institutions. On the one hand, there may be difficulties, such as a lack of familiarity with digital technology, the e-divide, and technophobia. However, there are some drawbacks to online discussions between facilitators and their students. Scalability issues and the lack of boundaries are two of these challenges. E-Learning, also known as online learning, is a type of education in which the entire learning process takes place entirely within the context of a digital environment. Students work at their own pace through the material presented in class, engaging to varying degrees with the topic at hand and their instructor. This class's presentation of material is very similar to that of a traditional lecture. Self-paced learning and online learning have emerged as the two primary types of e-learning formats that have emerged as the most popular as a direct result of the proliferation of online education. Price reductions, cost savings, and the development of innovative value propositions used to attract students have resulted from the entry of new players into the market for education and training services. Consumers have reaped the benefits in the form of lower prices. If the field of online education is to maintain its competitive advantage in the market, it must address all of these potential issues and build strong defences.

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Appendix 1:

Survey Questionnaire:

Information Collection for Academic Purposes:

Notice: I am a graduation student and I am performing qualitative research for my Bachelor's Degree Dissertation. The title of my research is based on exploring the role of Marketing in increasing shift to online education. This is the questionnaire that I intend to use as a source to collect information. I will use this information to analyse the different perspectives regarding the marketing and segmentation of online education under the influence of past and present circumstances in the education industry.

Consent: do you agree to contribute to this research by partaking as a respondent of the following questions. This survey will be used to conduct an analysis based on perspectives that could be used to indulge in the viewpoints regarding the positive or negative role of marketing in education i.e. online education. Your data will not be shared with any other person or authority. The privacy of respondents is the topmost priority here. The only people to look into the information you provide will either be the researcher or the supervisor (the person allocated by the university to supervise the dissertation research).

Basic Information:

Name: Wallace

Age: 52.

Professional Status: Speaker, Lector

Questions Section:

If the respondent is a person who is professionally engaged with an educational institute such as a school teacher, lecturer, vice-chancellor, a registrar or an employee who is directly linked with the educational policy development, following questions shall be asked:

Q1. How do you see the educational shift from physical (face-to-face) interaction to online one?

Answer: If you provide supervision for young participants and help them develop the skill of concentration, then it will be much easier to switch to remote learning. It is also very important to build a high-quality ecosystem in which learning will be comfortable.

Q2. Do you think that Online Education shift can be interpreted negatively by the parents and guardians of the students?

- Yes
- No

Q3. How do you see the marketing Process for the online education systems?

Answer: First of all, it is necessary to show the benefits of distance learning. Now it is an opportunity to receive knowledge from anywhere in the world. I believe that education is the same product that needs good advertising. I think that the promotion of online education will develop along with marketing tools.

Q4. Do you think that ‘time saving’ is the element that could help online education system cash the benefits as it did while it worked on the basis of face-to-face interactions system?

- Yes
- No

Q5. What are the key Marketing Practices that your educational Institute or the Institute you work for uses to advertise its procedures?

Answer: We use standard advertising tools. Billboards, advertising on radio and TV. We also use advertising in social networks: YouTube, Facebook, and Integra. We also exhibit at educational fairs.

Q6. What is the Main Marketing Strategy your institute uses?

Answer: We use standard advertising tools. Billboards, advertising on radio and TV. We also use advertising in social networks: YouTube, Facebook, and Instagram. We also exhibit at educational fairs.

Q7. Do you think online education will win the trust of parents/guardians as much as the face-to-face education did?

- Yes
- No

Appendix 2:

Survey Questionnaire:

Information Collection for Academic Purposes:

Notice: I am a graduation student and I am performing qualitative research for my Bachelor's Degree Dissertation. The title of my research is based on exploring the role of Marketing in increasing shift to online education. This is the questionnaire that I intend to use as a source to collect information. I will use this information to analyse the different perspectives regarding the marketing and segmentation of online education under the influence of past and present circumstances in the education industry.

Consent: do you agree to contribute to this research by partaking as a respondent of the following questions. This survey will be used to conduct an analysis based on perspectives that could be used to indulge in the viewpoints regarding the positive or negative role of marketing in education i.e. online education. Your data will not be shared with any other person or authority. The privacy of respondents is the topmost priority here. The only people to look into the information you provide will either be the researcher or the supervisor (the person allocated by the university to supervise the dissertation research)

Basic Information:

Name: Max Maximo
Age: 35.
Professional Status: Speaker, Lector

Questions Section:

If the respondent is a person who is professionally engaged with an educational institute such as a school teacher, lecturer, vice-chancellor, a registrar or an employee who is directly linked with the educational policy development, following questions shall be asked:

Q1. How do you see the educational shift from physical (face-to-face) interaction to online one?

Answer: School education is still more focused offline, but adult education is moving more and more online. I think that in the near future training will become more and more remote.

Q2. Do you think that Online Education shift can be interpreted negatively by the parents and guardians of the students?

- Yes
- No

Q3. How do you see the marketing Process for the online education systems?

Answer: Social media allows you to deploy large-scale advertising campaigns today. Of course, not everyone is used to this yet, but online learning gives more comfort and free-

dom. The advertising possibilities are almost endless. Starting with billboards and newspapers and ending with advertising from bloggers

Q4. Do you think that 'time saving' is the element that could help online education system cash the benefits as it did while it worked on the basis of face-to-face interactions system?

- Yes
- No

Q5. What are the key Marketing Practices that your educational Institute or the Institute you work for uses to advertise its procedures?

Answer: We use advertising in social networks, advertising on the lab or exchange, affiliate marketing, website promotion and articles

Q6. What is the Main Marketing Strategy your institute uses?

Answer: To attract, we try to inform people more about our services, and to increase loyalty, we work on the quality of training and service. So we get new recommendations

Q7. Do you think online education will win the trust of parents/guardians as much as the face-to-face education did?

- Yes
- No

Appendix 3:

Survey Questionnaire:

Information Collection for Academic Purposes:

Notice: I am a graduation student and I am performing qualitative research for my Bachelor's Degree Dissertation. The title of my research is based on exploring the role of Marketing in increasing shift to online education. This is the questionnaire that I intend to use as a source to collect information. I will use this information to analyse the different perspectives regarding the marketing and segmentation of online education under the influence of past and present circumstances in the education industry.

Consent: do you agree to contribute to this research by partaking as a respondent of the following questions. This survey will be used to conduct an analysis based on perspectives that could be used to indulge in the viewpoints regarding the positive or negative role of marketing in education i.e. online education. Your data will not be shared with any other person or authority. The privacy of respondents is the topmost priority here. The only people to look into the information you provide will either be the researcher or the supervisor (the person allocated by the university to supervise the dissertation research)

Basic Information:

Name: Lassa
Age: 45.
Professional Status: Speaker, Lector

Questions Section:

If the respondent is a person who is professionally engaged with an educational institute such as a school teacher, lecturer, vice-chancellor, a registrar or an employee who is directly linked with the educational policy development, following questions shall be asked:

Q1. How do you see the educational shift from physical (face-to-face) interaction to online one?

Answer: Now web 3.0 and virtual reality are actively developing. We can say that the future has already arrived. Today you can get any knowledge from anywhere in the world. The only problem that remains is live communication. Also, one of the problems is that younger students need to be physically brought to school so that parents can be sure that they are safe. The main issues that need to be addressed are: safety, live communication, and the involvement of students in the process. But the world today is developing so rapidly that I think these tasks will be solved

Q2. Do you think that Online Education shift can be interpreted negatively by the parents and guardians of the students?

Yes

No

Q3. How do you see the marketing Process for the online education systems?

Answer: I think it is necessary to show more value of learning online and actively interact with users on the Internet. Now education is a full-fledged business and I think that educational institutions should actively develop in order to have a competitive advantage.

Q4. Do you think that 'time saving' is the element that could help online education system cash the benefits as it did while it worked on the basis of face-to-face interactions system?

- Yes
- No

Q5. What are the key Marketing Practices that your educational Institute or the Institute you work for uses to advertise its procedures?

Answer: We use email marketing, SEO, PPC, and social media advertising. We also use various banners and training exhibitions

Q6. What is the Main Marketing Strategy your institute uses?

Answer: We enrol students 2 times a year, and our task is to provide the university with the maximum number of applications. During the recruitment period, we use all possible promotion and engagement strategies.

Q7. Do you think online education will win the trust of parents/guardians as much as the face-to-face education did?

- Yes
- No