

Marketing Your Online Courses and Programs

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"If you build it, he will come." We all know that in the movies this idea was a success. However, if you build an online course, how can you guarantee students will come? There are no easy answers to this question but one place to start is by marketing your course.

You do not need to be a marketing expert to accomplish this task. There are easy and fast ways to let students already enrolled in your institution know about your courses and attract new students as well. Your institution already has some easy marketing tools at your disposal. All of these are "quick wins" for your enrollment. Some quick wins include:

Internal Marketing – Departments with the Institution

1. Admissions
2. Registration
3. Course Catalog
4. Student Services

External Marketing – On Campus

1. Separate section in college catalog
2. Student Boards
3. Ads in Student Newspaper
4. Tent Cards in Union and Library

As an instructor, external marketing off campus will be harder to accomplish. Ideas such as website meta data analysis, search engine submission, and pay-per-click listings will need to be approached from a department or institution aspect.

All of your marketing efforts should include a link to your website where students can find more information on the courses, enrollment, tuition, etc. It is imperative that your website be user friendly and easily navigated. If a student can not find what they are looking for on your website, they will have low expectations for your online courses. Every online experience needs to be positive for the student.

Marketing can help you attract and retain students for your courses. With the development of more and more courses and programs and the technical knowledge of

up and coming students, you need to find a way to make your courses stand out in the crowd. Think like a salesman, and **SELL, SELL, SELL!**