

Marketing Initiatives for Sustainable Educational Development

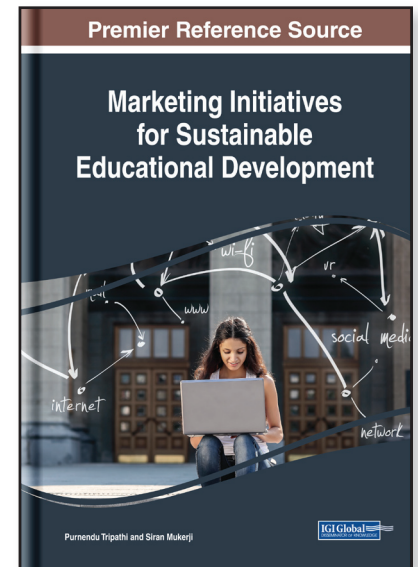
Part of the Advances in Educational Marketing, Administration, and Leadership Book Series

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Description:

Technology plays a vital role in bridging the digital divide and fostering sustainability in educational development. This is evident through the successful use of social media in educational marketing campaigns and through the integration of massive open online courses to reorient learner interactions in higher education environments.

Marketing Initiatives for Sustainable Educational Development contains the latest approaches to maximize self-guided, interdisciplinary learning through the use of strategies such as web-based games to elicit collaborative behavior in student groups. It also explores the important role that technology serves in educating students, especially in the realm of technological skills and competencies. This book is a vital resource for educators, instructional designers, administrators, marketers, and education professionals seeking to enhance student learning and engagement through technology-based learning tools.



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Topics Covered:

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- Mobile Learning
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- Social Dynamics
- Social Media

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