

Project title:

***“E-Learning Application”***

Department Name:

**Computer Science**

Course Name:

**Marketing Management**

No of Group Members:

**‘3’**

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**Table of Contents**

1. Introduction
2. Need
3. Unique selling proposition
4. Rough plan
5. Mission
6. Vision
7. Targeting
8. 4 P’s
9. SWOT Analysis
10. Conclusion

***INTRODUCTION:***

Our product involves Marketing of an online educational application called E-Study. This app will help you learn any academic subject on the go. The short, fun video lessons, taught by expert teachers, provide help with difficult topics for students of all age groups, with easy-to-understand examples and animations.

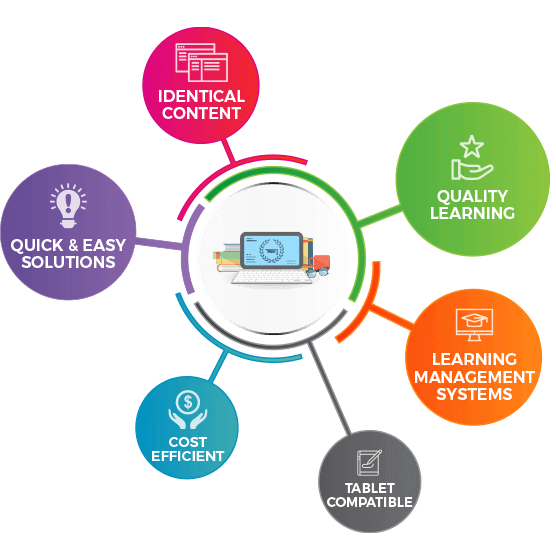
The principal mission of online learning at E-learning is to develop student access to the online academic courses to help them enhance their skills. Of equal importance, E-learning’s online courses is intended to help students acquire the technical skills and online learning strategies important to the chase of their academic and career goals. By online courses Students, tutors, teachers and even employees gain new instructional skills important to their professional growth and development. The online application is committed to providing students and faculty the support and resources they need to succeed as participants in online education.

Online courses by E-learning allows students to pursue their degree requirements outside of the old-style classroom setting and can accelerate or enhance their skills. E-learning online courses are especially important to Graduate students who are working professionals seeking an advanced assistances in their fields and to those Undergraduate students who cannot attend on-site classes or are sometimes unable to understand the logic or lecture in class. An additional and equally important benefit of online courses at E-learning is that it helps students progress the technical skills and online learning strategies they need to pursue their upcoming educational and professional goals and aims.

***NEED:***

Now more than ever, in these difficult times of the worldwide pandemic, students are desperately in need for an educational application through which they can continue their education from the comfort of their homes at reasonable rates.

Education and safety are 2 of the most important virtues. E-study provides the perfect opportunity for students of all grade levels to not put their education at risk in these tough times and to carry on with effective studying using our application.

***COMPETITION AND UNIQUE SELLING PROPOSITION:***

There are various educational applications available online as well as indirect competitors which include study institutes. But in the time of this pandemic, students are highly encouraged to avoid physical study and opt for online methods. What stands out in our application which I have noticed other online apps lack is the complete syllabus/material for every single grade level, well organized and compiled. Most apps/websites target students of different age groups which takes students of different levels off track and causes the studies to be less effective.

On the other hand, our application provides a complete study course for students seeking to complete CIE, Matric, SATs, or any other level of study. All of that with the best theoretical as well as practical lectures, making it somewhat of a complete Online Application for students to use.

***ROUGH PLAN:***

The application will be promoted through Digital means such as online advertising. It will also be self-promoting as majority of the users will publicly rate the application highly.

Furthermore, with a value proposition of "The only place you need to learn”, customers will receive complete education/information at cheap rates as well as other reasonable packages from which they can choose from. This would provide all the students worldwide with the best value for money which would consequently help us build strong customer relationships.

***Mission*** ****

Our application serves the society

by providing training, research, and flexible support services. Through creative problem solving, collaboration, and reflection we provide an environment for growth

in teaching and learning

in an effort to best support our students, faculty and staff.The E-Learning app provides support and information to distant learners in hybrid and web-enhanced classes. Academic divisions offer many credit courses and curricula through several non-traditional delivery modes, including fully online and hybrid learning, all in the most reasonable rates possible.These delivery modes bring new learning options and opportunities to students who have diverse learning styles, those who require flexibility in their schedules, and those who do not live within commuting distance.

***Vision:***

Our vision is to succeed so much in the future that we develop into a well-recognized institution that has established itself so much in the world of E-Learning, that we are able to internationally provide our own Degrees.

***Targeting:***

Our target audience consists of basically anyone who is in search for of education in these difficult times. There are some who cannot afford expensive colleges or simply cannot go to educational institutes due to their closure, following the pandemic. So E-Learning provides the perfect opportunity for them to achieve top class education at home.

For children of ages 6-12, all the material is present. From kindergarten stuff to class 3, everything provided in the simplest manner to enhance their learning abilities right from the beginning. Same is the case as with the teenage groups. Children of age 13-19 can obtain whichever curriculum they wish to participate in. Whether it be o levels, a levels, matric, inter, SATs, GREs, etc.

For all other age groups, especially elders, all kinds of informative as well as entertaining books, articles and documents are provided which would keep them busy for days.

Our application not only targets students, but also language learners, tutors and native speakers as the app contains courses in almost every major language. Furthermore, employees who may be looking to further their studies and looking to increase their knowledge may also pick up general courses of interest from our application.

*****PRICING:***

Once you have created an amazing online learning platform and are ready to take it into the market; one major headache that arises is the Pricing of your product. There are several strategies through which we can base our pricing. We will be discussing and a few and will then go onto choose which suits our application the most.

We have shortlisted 2 from the various pricing models. They include:

1. **Pay per course pricing model**

Pay per course pricing involves setting a price for each individual course. Customers buy each course for a set price.

1. **Memberships**

Membership pricing gives customers all-in-one, unlimited access to the entire library of online training. It’s popular with because it offers them a low-cost entry to get started. It’s popular with online training providers because it offers ongoing, predictable revenue.

We are looking to make this application feasible for our customers. Without bounding them to one dimension, we aim to keep their options open in order to provide them with greater value. Therefore, we conclude that the Pay per Course Pricing Model fits our product perfectly.

This is largely due to the fact that:

* It offers simplicity—customers only pay for what they want. They aren’t locked into month-to-month billing contracts, and they only have to pay once to get unlimited access to the course.
* It provides online training organizations with immediate revenue—this is great for cash flow!
* It is easier to measure and forecast. You can clearly see which courses are selling the best, and in turn you can invest resources in creating (or improving) more courses on that topic.

***Promotion:***

1. **Advertising**

Advertising on all kinds of media, i.e. TV, print media, billboards and online marketing, which will be our main focus, targeting through different social media platforms such as Facebook, Instagram etc. We will also be doing influential marketing by featuring celebrities, bloggers, makeup artists which will help to increase our sales also this strategy will help E-Learning in encouraging the society to register themselves in the app now.

1. **Sales Promotion**

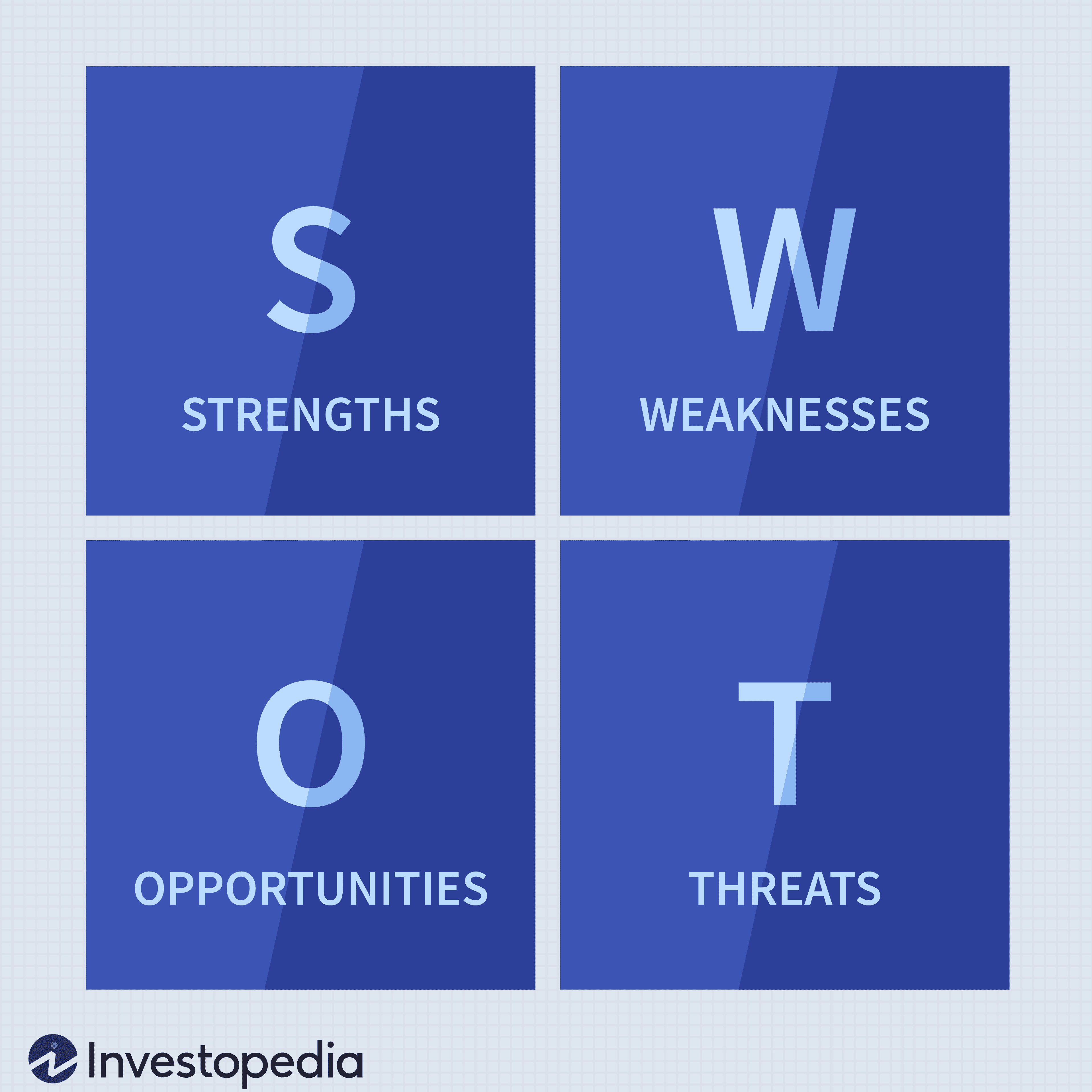
Offering discounts to customers with each completed course. The more information you get, the lesser you pay!

***A SWOT ANALYSIS***

SWOT is an acronym used to describe those particular Strengths, Weaknesses, Opportunities, and Threats that are strategic factors for a specific company." Companies use a SWOT analysis when they realize they are in danger of missing critical opportunities. For example, Hewlett-Packard did a situational analysis to initiate the strategy formulation framework (Hunger and Wheelen, 1997). "This framework distinguishes between two features of the internal environment, strengths and weaknesses, and two features of the external environment, opportunities and threats". In order to prosper within its own industry, it must institute competitive advantages over its competitors. The task is to determine how to deploy resources and satisfy goals while implementing the strategy.

A limitation of the SWOT analysis is the difficulty in distinguishing strengths from weaknesses and opportunities from threats. "The lesson here is that arbitrary classifications of external factors into opportunities and threats, and internal factors into strengths and weaknesses, is less important than a careful identification of these external and internal factors followed by an appraisal of their implications”.  
The external and internal environments are analyzed in-depth to find the distinctive competence to take advantage of newly-developed opportunities.

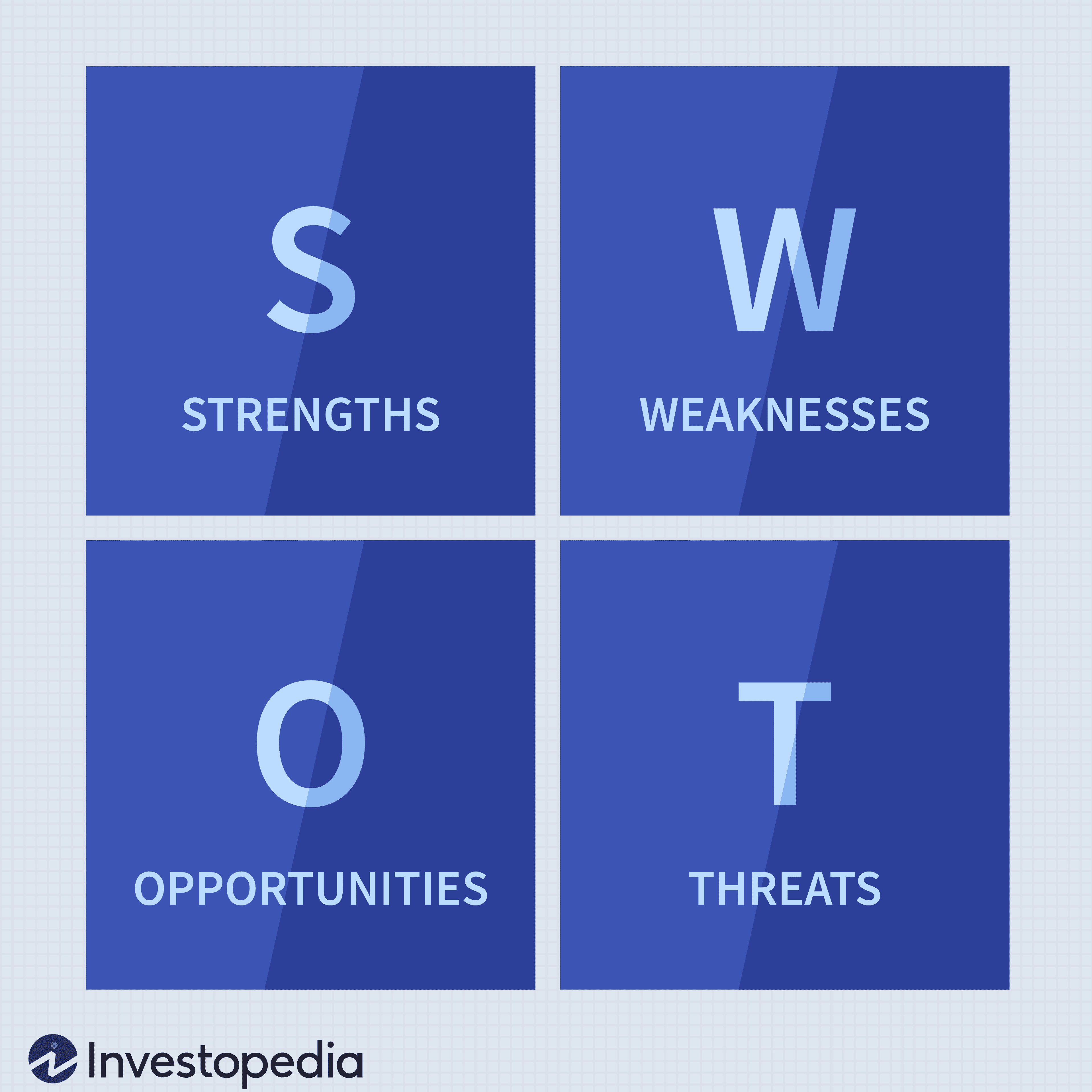
***We will now provide a summary of the Strengths, Weaknesses, Opportunities, and Threats. It followed by a detailed chart/table consisting of all the points regarding SWOT Analysis…***

***STRENGTHS***

1. E-Learning gives students all sorts of options. Distance learning is helping students overcome barriers such as geographical distance, family responsibilities, and work hours to attend class. The electronic technology inspires teachers' and students' motivation to learn more. Online courses appear to be especially popular because they generally let students log in any time of the day or night to send e-mail messages, add their thoughts to continuing discussions, take quizzes, or read a professor's lecture notes. They can even be delivered to students who simply prefer to learn from the home, office, or hotel room. Students can access on-line courses anytime, anywhere, and anyplace.
2. Students that are thinking about taking a course can look over course requirements and topics covered from any location. Students will be able to learn huge amounts about what they can expect in a course before they ever take it.
3. Asynchronous learning is self-paced and interactive. Students can e-mail questions to instructors and check out the answers before doing assignments and taking tests. Like a Student at UCLA said,

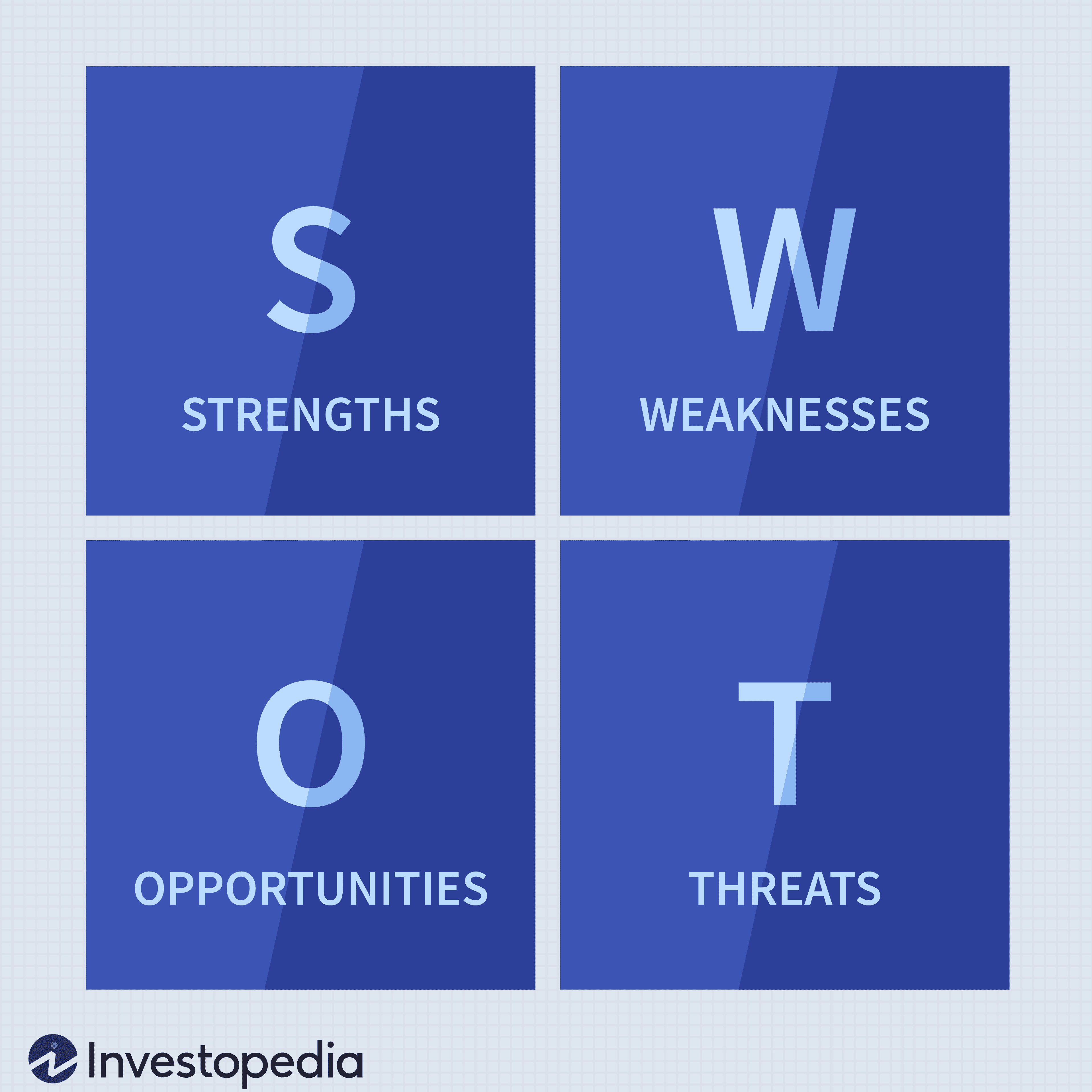
**"That was worth all the fees I paid for all my classes, because I probably wouldn't have done as well on the midterm”**

4. E-learning has established a minimum level of computerization for faculty, students, and administrators. They have forced the University to bolster its support for computer technology.

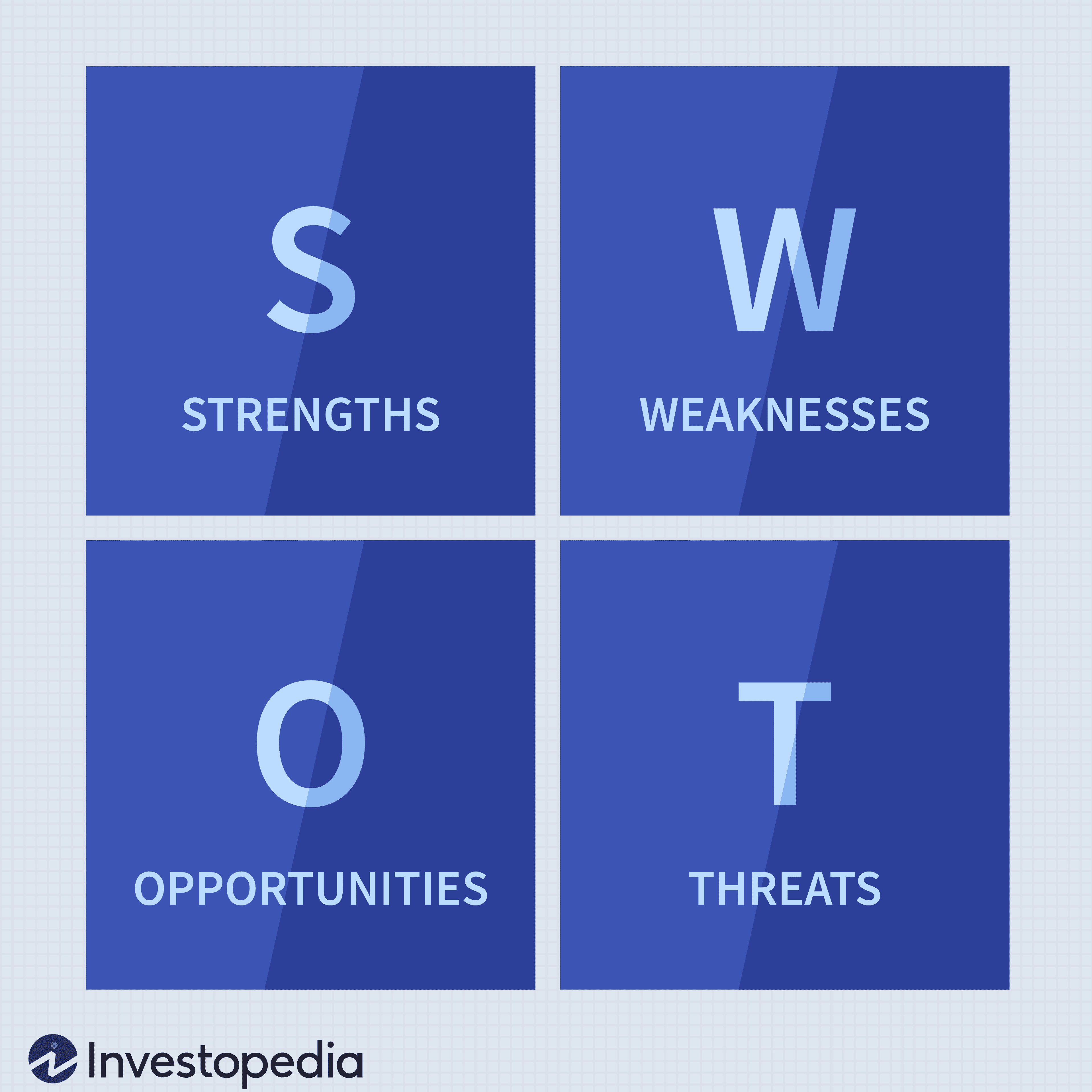
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***WEAKNESSES***

1. Students comment on course evaluations on their frustration at having to learn computer technology. Powerful psychological and social forces converge to make some students passive to online learning activities. Professors will not be forced to use technology in their classrooms or to deliver courses over the Internet. Some of the best faculty refuse to use electronic distance learning technology.
2. New technologies for distance learning are constantly being developed. New skills have to be learned almost every semester. Learning how and when to use the technology and if it should be used are constantly asked questions at many institutions.
3. It takes sophisticated computers to distribute and receive electronic distance learning materials. The process does not work if the instructor or student has an old computer that cannot develop or reproduce the materials.
4. E-learning requires a high degree of computer literacy. Instructors need a high level of expertise to create the courses and students need the expertise to get the most out of the course.
5. Computing officials at liberal-arts colleges are worried about providing adequate levels of computing support. Faculty and students must have the necessary computer support for distance education. If institutions do not insist on computer support, the distance learning program will fail.

*****OPPORTUNITIES***

1. The WGU projected as many as 5,000 students to enroll in its first year distance education program. Distance learning courses appeal to single mothers, students that require courses not offered at their present school, and people working full time.
2. Since distance learning course development is so time consuming, reusing existing resources is a cost savings option. Several "course templates" are currently available. Educators are developing materials that can be delivered multiple times.
3. The new electronic technology has great theoretical appeal for addressing educational issues, such as how to teach more students at lower cost.
4. The IRS recently awarded $100 million in contracts for the development of distance learning programs. Western Carolina University developed an asynchronously delivered Masters’ of Project Management degree program based on a survey to determine the educational needs of business and industry.
5. Several corporations and various colleges will provide computerized distance learning courses to many states.

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***THREATS***

1. Familiarity with high-tech teaching methods is now a requirement for professors. The process of distance learning requires a total mind transformation from traditional classroom teaching.
2. The threat of competition from virtual colleges offering online distance education has forced traditional universities to rethink how to provide instruction. As it is stated,

“An institution must apply today's technology to its curriculum and programs to meet the customer's needs, to compete with other institutions, and possibly even to survive".

1. Distance education programs present a danger to on-campus instruction. For-profit universities that deliver distance learning courses might put traditional universities out of business.
2. University counsellors have concerns about computer anxiety. The problems can snowball if a student gets off track with a computer. The problem may be major for one of distance learning's biggest potential markets the non-traditional learner.

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| ***STRENGTHS***  1. Access courses anytime, anywhere, and anyplace  2. Electronic view of course content before taking it  3. Self-paced and interactive learning  4. Automated assessment  5. Computerized the university  6. Education without bricks and mortar  7. Holds down education costs  8. Adequate experience for faculty and students  9. Improved written communications | ***WEAKNESSES***  1. Reluctance to use technology  2. Constantly changing technology  3. Sophisticated computers  4. Degree of computer literacy  5. Computer support  6. More prep time  7. Increased costs  9. Lack of personal contact or social interaction  10. Over estimating demand  11. No Financial aid  12. Computer have-nots  13. Large class size |

|  |  |
| --- | --- |
| ***OPPORTUNITIES***  1. Increased enrollment opportunities  2. Reuse existing resources  3. Demand for business courses  4. Academic/corporate partnerships  5. Training in a collaborative learning environment  6. International markets  7. Growth potential  8. Scholarship for computers  9. Synchronous office hours  10. Growing body of knowledge  11. New learning opportunities  12. Lifelong learning programs  13. Abundance of electronic distance learning tools | ***THREATS***  1. Reputation and credibility  2. Alter teaching styles  3. Competition  4. Threat to on-campus institutions  5. Computer anxiety  6. Expensive computers and software  7. Negative influence on faculty participation  8. Classroom education best  9. On-campus experience best  10. Distance education policy  11. Replace professors  12. Higher education is changing  13. Federal funding  14. Mandatory computers  15. Mandatory faculty web sites  16. Failure  17. Market courses incorrectly  18. Online addiction |

***CONCLUSION***

To sum it all up, we have designed a product in such a way that it maximizes customer value. We look to build a strong, profitable relationships with our customers, by proving to them how we believe that 'Education is key for every member of the society'.

Once the customers start using our product, we are confident that it is such a complete E-learning application that it will automatically be promoted through word of mouth.

To further keep a user-friendly interface, we have also opted for Pay per course Pricing strategy with occasional discounts and free crash-courses. This will in turn be feasible for everyone and we believe that we will be able to provide our customers with the best Education out there, nothing less than what they deserve!!