



## **Network Technology, Marketing, and Independent Schools in Marketing Education Experience**

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### **Abstract**

In today's world, many organisations and companies are looking for more and more innovative ways to market their wares, and are seeking out new target markets. Students are a huge demographic that remains relatively untapped in many ways- here are four simple ways to market a product effectively to them.

Marketing to students in general can be a tiresome process. Whether offering them an opportunity or trying to get them to buy a product, they are such a diverse group that very few products will interest all of them. Make sure marketing is targeted at the right groups- if offering work opportunities, don't just talk to students on campus, go to supplementary lectures which only the most high-potential students will attend.

The way the information is produced is rapidly shifting from an industrial production model to a decentralized production model, which is facilitated by the rise of inexpensive network technology. The components of this new model includes publication tools such as blogs or Twitter, social media tools such as Facebook and many others that enables individuals to produces, share, consume, and evaluate information in faster and more accessible ways than ever before. In this paper, I will first discuss three major changes in our information society as a result of the shift in production model, and how each of them impacts the marketing paradigm in our modern world. Second, I will tie these changes to the communications environment of independent schools, leading to some concrete recommendations for schools to not only respond, but also to take advantage of technology and lead in the field of education.