

A STRATEGIC AND THEORETICAL APPROACH TO EVALUATING MARKETING DISTANCE EDUCATION

Linda M. Horton-Foley, University of Mississippi, 65 Pius Street, Pittsburgh, PA 15203, Phone: (412) 401-2662,
Lhorton945@yahoo.com

Richard T. Foley, Instructor, Penn State Beaver, 100 University Drive, Monaca, PA 15062, Phone: (724) 773-3909,
rtf2@psu.edu

ABSTRACT

While it is clear that distance education is here to stay, there is no consistent or solid theoretical foundation on which to build future research efforts. This paper summarizes some of the research that has occurred in distance education and examines its limitations. Clear groundwork is outlined that is based on education theory, strategic marketing guidelines, and the AACSB's initiatives that schools need to be mission driven. In addition, secondary data from two large universities is used to explore the constructs of student perceptions. This analysis is conducted as an example of the first of many steps that need to be taken in order to develop a comprehensive framework and to determine better ways to evaluate all of the stakeholders' interests in distance education.