

ANALYSIS OF DISTANCE LEARNING MARKETING AT VILNIUS GEDIMINAS TECHNICAL UNIVERSITY (LITHUANIA)

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ABSTRACT

The paper presents the education system in Lithuania. The special emphasis paid on distance education. The paper analyses the possible ways of advertising and management of distance education in Lithuania. The possible ways of marketing and management are described. The means, which also could be used in management of distance education are analyzed and the emphasis made on those, which are not used, like banners and etc. The case of Distance Learning Management and Advertisement at Vilnius Gediminas Technical University, at the Department of Construction Economics and Property Management is described.

Keywords: Distance education, marketing, questionnaire.