

**BASED ON SOCIAL MEDIA RELATIONSHIP MARKETING APPROACH:  
A STUDY ON ANADOLU UNIVERSITY OPEN EDUCATION SYSTEM WEBSITE  
AND THE FACEBOOK NETWORK**

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**ABSTRACT**

The purpose of this study is to evaluate the relational marketing approach based on social media as marketing communication strategy according to the students' opinions in making, the continuation and the development contact open and distance education institutions with current and prospective students. The study was performed with questionnaires administered through the corporate website of Open Education System with enrolled students in Anadolu University Open Education System. With the survey questions satisfaction brand loyalty, interactive communication and views on usability elements for service providers of corporate website and the Facebook network was evaluated. In the study, Anadolu University Open Education System website and Facebook network cannot meet enough expectations of students within the framework of relationship marketing approach based on social media has emerged.

**Keywords:** Open and distance education, social media, relationship marketing.