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硕士学位论文

东方益学教育集团互联网营销策略研究

Research on Internet Marketing Strategy of Dong Fang Yi  
Xue Education Group

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## 摘要

随着我国社会不断进步和教育体制改革的不断推进，教育培训行业市场也在发生着翻天覆地的变化。培训行业的市场竞争越来越激烈。培训业的主体愈发呈现出多元化的发展态势。教育培训行业由于其自身具有的特殊性，在当前互联网的迅速发展和普及过程中，新颖的网络营销方式逐渐在培训企业和单位的市场营销过程中起到越来越重要的作用。传统的一些营销理念和模式对于当前瞬息万变的市场环境越来越不适用。对于大多数的教育培训企业来讲，网络营销对于企业的核心竞争力具有更加重要的影响作用。作者意图通过对东方益学教育集团网络营销理念、策略、模式的深入分析和研究，探讨互联网营销的新方法、新理念，以期为我国当前的教育培训企业的营销方式转型提供一些建议和指导。

本文首先介绍了互联网营销在课题研究和理论发展上的概况，之后通过对传统营销方式和互联网营销模式的对比分析，探讨互联网营销的重要性和意义；通过分析我国教育培训行业的营销现状以及互联网营销方式的运用情况，揭示当前我国培训行业营销方式转型的迫切性。文章通过对东方益学教育集团的互联网营销环境分析和营销策略、模式的研究，分析东方益学教育集团在互联网营销上所具备的优势、劣势。以目标市场和竞争性市场两方面的营销策略作为对东方益学教育集团营销策略的研究重点，对其网络营销方案进行探讨，分析其网络营销优点和不足。本研究采用的主要方式是理论研究讨论和市场调研相结合，采用多中心、全方面的权威数据和报告，提供了相对可靠的数据依据，并利用 SWOT 分析的研究方法对该教育集团的网络营销策略、方案进行探讨，以期对教育培训行业的互联网营销情况作出准确的描述和判断。

在当前互联网应用日渐深入、广泛的前提下，教育培训行业的互联网营销具有很大的重要性。本课题研究中通过认真细致的总结互联网营销的理念创新、模式转变、营销手段改进等方面，以及结合东方益学的成功案例对互联网营销进行分析，对整个教育培训行业营销模式的发展和转变有重要的指导意义。能够为教育培训机构采用网络营销提供一些借鉴。因此，本课题的研究具有相当的理论研究意义和现实意义。

**关键词：** 互联网营销； 教育培训； 东方益学



## **Abstracts**

With the rapid development of the society and the reform in the education system, education training market has become far more different than ever. In China, the competition in this particular field is becoming rather fierce. The host of this industry is becoming more and more diversal along with the changes in society. With the popularization of the Internet and rapid development of the technology, the traditional marketing strategies in education training industry can not satisfy the needs of the changing markets due to its own particular characteristics. Internet marketing Scheme is becoming more and more important as a new marketing strategy in many education training departments. Internet marketing strategy has become a competitive core among groups in this industry. Therefore, the author aims to provide suggestions to companies in this industry in the reform of marketing strategy through analyzing the network marketing strategies of Dong Fang Yi Xue education training group.

In the order of writing, this paper introduces the Internet marketing on the aspects of research and development of this theory through analysing traditional marketing and Internet marketing model comparatively. By discussing the significance of the Internet marketing and the marketing status quo of education training industry in China, this article reveals the urgency in the transformation of marketing mode in this industry in China. Based on the research of DFYX education training group in the aspects of its Internet marketing environment and strategy, the author discuss advantages and disadvantages of this company in Internet marketing.

We focus on the target market and competitive market to analysis the Internet marketing strategy of this company. This study combines the discussion in theory and research of actual market and adopts multi centre research and authoritative statistics to support the analysis. We use SWOT analysis method to analysis the education group's network marketing strategy and scheme in order to achieve full description and judgment on the Internet marketing situation in education training industry.

With the development of use of the Internet, Internet application in the marketing mode in education training industry has much more importance than ever. This research summarizes the idea innovation, the mode of Internet marketing, marketing improvement, etc. through careful analysis to provide guidelines for the marketing transformation in this industry. Therefore, this research has considerable significance both on theoretical research and practical application.

**Keywords:** Internet marketing, education training, Dong Fang Yi Xue education group, marketing strategy

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