

DIGITAL MARKETING EDUCATION BRAND MANAGEMENT FOR ORGANIZATIONAL STRATEGIZING IN THE PRESENT- & POST-COVID-19 ERA

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ABSTRACT

The study is an examination of the digital marketing environment demands in Asian tertiary educational institutions due to the advancements and commitments to educational reform in the current and post-Covid-19 era, with the goal of assessing current efficiency for digital learning and the future of those needs. A case study approach was used to assess current conditions of digital marketing from the users' (student) perspective to provide recommendations Asian tertiary education institutions can utilize in their marketing curriculum revision and development efforts. Findings showed a basic level of knowledge and awareness of digital marketing platforms' usefulness and applicability among participants, but a disconnected view on preferences or suggestions for improvement. Conclusions suggest findings serve as a baseline for future research that addresses deficiencies existing in user knowledge and awareness of digital educational platforms purpose and design that will specifically improve their digital marketing curriculum revision and development efforts.

KEYWORDS: *Brand Management Case Study Methodology, Covid-19 Pandemic, Digital Education, Digital Marketing, Organizational Management*

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