

Enriching Blended Learning and Teaching Through the Use of Digital Marketing and Information Technology

Pritam Kumar^{1*}

¹ MSME Business School, Assumption University, Bangkok, Thailand

*Corresponding Author: spritam1@hotmail.com, pkumar@msme.au.edu

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Abstract: *In fact, over the last decade, online learning has become an inextricably important component of K-12 education. Rapidly evolving technologies, from pay-per-click (PPC) to analysis to social media, have put incredible capacities in the hands of offices and marketing groups while also making it more difficult to stay aware of the critical skills. During a similar time period, physical schoolteachers increased their use of Internet-based content and assets in their classrooms. In contrast, the terms e-learning, web-based learning, online education, and, to a lesser extent, inclusive education is used. Virtual education is frequently regarded as a method of delivering e-learning. Although the definition of blended learning has become clearer, there is still some variation between sectors and approaches. This article attempts to address the significance of Digital Marketing and information technology tools and techniques in enriching Blended learning in depth.*

Keywords: Digital Marketing, Blended Learning, Internet, Online Learning

1. Introduction

Blended learning, which combines traditional up close and personal education with technology, has grown in popularity in educational foundations over the years. This learning style allows personnel to connect with students through visuals and online collaboration. Digital marketing is a form of electronic communication used by marketers to promote their products and services to the general public. The incomparable motivation behind online advertising is concerned with buyers, and due to the integrity of online technology, it allows customers to integrate with the product.

2. Literature Review

According to Purnima (2002), blending learning is a mixture of various event-based activities for delivery learning material to learners. It is a collaboration of online delivery courses and various learning software for better knowledge management. It includes typical one-on-one classroom instruction, m-learning, online-class, live learning and characterized pace learning. Harvey (2003) studies the various blending learning programs. Blended learning utilizes variety of technology and media to deliver learning materials to be learners. Corporate, academic and government organization preferred blended learning methods for training to their employees and students. Every learner has their own preference and requirement for learning new things, so organization and educational institutions utilize mixture of different learning models and methods to develop their strategies. It always focuses for delivery of right learning

material and content in a specific format to suitable learner at appropriate time. It makes combination of different media to motivate learner to promote their learning behavior.

Martine (2005) focuses on redeeming blended learning. It gives the conceptual background about the blended learning. Researchers studied the different infused learning concepts. The research analyzed the various mixture of learning methods i.e. Virtual education in conjunction with conventional learning, online learning in conjunction with face-to-face instruction, combining media and material, combining educational philosophies, combining educational objectives, mix pedagogic etc. In practically blended learning involved learning through variation experiencing aspects. Researchers study the variation theories. In recent era learners utilize new form of learning and learners use information technology for support learning variation. S. Mackay (2006) investigates the blended learning for training in industrial learners. It focuses on automation training environment. It enhances the distance learning by using internet. It develops mixture of on-the-job training and e-learning. The primary goal of this study was to assess the efficacy of collaborative learning on corporate industrial automation training program. Enhance the effectiveness of e-Learning along with the traditional classroom-based training. Kaye (2003), develop workable situation for training to trainee and learner in educational institution and organization. Most of the organization develop different training program which allows staff to utilize traditional learning techniques and new internet-based learning techniques. It helps to improve in staff performance for better efficiency. Researchers develop case studies to improve online distance learning.

Manjot (2012), analyze the difficulties and prospects of mixed learning. Research evaluates a distinct idea using mixed cognition with different perspective like pragmatic perspective, holistic perspective, corporate training prospective, educational prospective and chief learning officer prospective etc. It describes the variety of blended learning method for instruction and guidance to learner. The primary objective of this study was to determine the various challenges and issues of blended learning and the main benefit and advantages of blended learning. It also provides future recommendation for preparation of strategies to deliver better content to learners. Osgathorpe (2003), provide the various definition of blended learning environment and study the background of mixed- mode education. The sole purpose of this analysis was to analyze the web-enhanced environment for social interaction, personal agency, simple and easy method for revision, excess study material, knowledge and cost-effectiveness of learners.

3. Digital Marketing

Marketing isn't about promotion or advertising in the traditional sense. Marketing is a mind-boggling theme or idea that is used to create a broad arrangement of activity or a system to build, sell, raise awareness about brands and products, and so on. The primary approaches to dealing with digital marketing defined it as a projection of traditional marketing, its tools and techniques, on the Internet. Digital marketing is the practice of promoting and selling products and services through the use of online marketing strategies such as social media marketing, search marketing, and email marketing. Instead of being a subset of traditional marketing, digital marketing has evolved into a marvel that combines personalization with mass distribution to achieve marketing objectives. Internet marketing is not a novel concept. It has been around since the beginning of the Internet. Because of the increase in internet users, mobile phone users, and digital content consumption, online platforms are becoming increasingly popular.

As long as digital stages progress, the internet universe will continue to evolve. There's no denying that the Internet is expanding at a rapid pace. It has reached 3.88 billion users this year. In 1995, when the internet was first becoming popular, only 0.4 percent of the total population was using the internet. It's incredible that the internet has reached half of the world's population in just 22 years. Today, it has a client base of 51.7 percent of the world's total population, with a growth rate of 976.4 percent over the last 17 years.

4. Blended Learning

The definition of blended learning has become much clearer; however, there are still some differences between divisions and approaches. The corporate training sector characterizes it once again as "e-learning combined with other training methods," whereas the Scottish government's definition focuses on the traditional learning experience, discussing "a component of online help." What is unclear from any definition is whether the online component should be entirely remote, or the contact hours entirely face to face; it is expected that the e-learning component is distance of self-coordinated online and the traditional training methods are conveyed in a classroom circumstance. While some definitions divide online learning into various online exercises, some of which are encouraged while others are collaborative or self-coordinated, there is no defined model in which a completely remote session could be portrayed as blended. Blended learning combines traditional face-to-face communication learning with new, modern, and innovative learning methods such as online instructional education and device learning. Recently, many learning processes have been adopted through the medium of digitalization and electronic tools and technologies for better results and understanding. Learners' learning experience is enhanced by a blended learning comedy competition. It offers a variety of courses that are delivered via an online platform with face-to-face interaction. Blended learning is beneficial for distance learners who want to gain classroom experience. For learning, the learner makes use of an online platform as well as new online and digital technology. A growing number of professional educational institutions use blended learning to provide personalized e-learning, m-learning, and high-tech e-learning. For computer-based learning and training, the teacher can address the learner. Blended learning attempts to address the problems associated with traditional teaching methods by allowing the use of various methods for instructing and knowing. A learner can access a variety of learning materials and learning strategies in an infused instructional approach for improved knowledge and practical experience.

4.1. Benefits of Blended Learning

- A) **Benefits to teachers and tutors-** The majority of faculty members employ traditional methods, but recently due to covid-19, developments in the teaching and learning process have resulted in a variety of changes. Blended learning offers a variety of options and a mix of learning methods for better results.
- 1. Improvement in communication with students and learners-** In today's world, young people prefer to learn through digitalization and social media. Blended learning allows students to learn in a variety of ways and improves communication patterns. Various educational institutions first assess the needs and preferences of their students, as well as their digital literacy. Blended learning more effectively connects lecturers with students and improves the learning experience by combining online and offline education.
 - 2. Customization –** Student-centric learning programs are used in blended learning. Blended learning methods are developed and designed by educational institutions

based on student competency and capabilities. Learners use a variety of learning modes and methods, allowing them to learn at their own pace and at times that are convenient for them. Teachers can focus on content that is simple and effective.

3. **Minimize cost-** Blended learning allows educators, teachers, and tutors to save time and money by combining different learning methods to meet the needs of their students. Digitalization provides a variety of options by combining online and offline learning modes; it also develops and restructures learning content, lowering the cost of developing and implementing learning programs. Employee costs can be reduced by using virtual and digital technologies in educational institutions. Blended learning can help us save money on training while also increasing our return on investment. For consistent trainings, disregard missing classes, voyaging costs, or getting some much-needed rest work. We can easily enroll in classroom training through pre-registered classes. We can also schedule live training sessions so that our students are fully informed about everything.
4. **Improve engagement and trace the learners -** Teachers must engage their students and make an effort to retain them. Educational institution always tracks the progress of learners. Every tutor does his best to identify their students' strengths and weaknesses in order to increase their involvement in the learning process. With the help of tracking system teacher understand the progress of learners. Faculty members create blended learning programs to help students learn more. The perfect recipe for providing students with a rich educational process is the combination of multimedia and educational materials design. Students can resume sessions at any time, allowing them to achieve fantastic results within a set time frame.
5. **Get canny information on your students' progress:** Examine our trainees' behavior to see where they outperform expectations and where they fall short. As a result, we will be able to upgrade the content as needed.

B) **Benefits to students-** Students benefit from blended learning in the following ways:

1. **Easy access and flexibility-** Blended learning provides online materials and content with the click of a button. All of the study materials are easily accessible on computers, smart phones, tablets, and desktops. The younger generation is aware of the benefits of smart technology, and in recent years, everyone has access to the internet via their mobile device. Teachers and educational institutions create learning content by using video and ready-made written material that is easily accessible on educational institution official websites and social media.
2. **Improve effectiveness and satisfaction level –** Learners choose simple and diverse learning methods to supplement their practical experience. Institutions of higher learning create a digital environment for blended learning. Distance learning makes use of a blended learning platform to provide learners with more relevant content. Blended learning encourages students to learn on their own.
3. **Enhance soft skills-** soft skills are the most important factor in the success of any profession. Blended learning teaches specific skills such as critical thinking, time management, and teamwork. Blended learning improves students' abilities to communicate via email and with internet-based web services.
4. **Pre-training Access Induction:** Before beginning the in-class instruction, everyone should begin on a positive note. Send them comprehension resources, films, and pre-course questions so they will be well-prepared.

4.2 Blended Learning Models Come In A Variety Of Shapes And Sizes, Including:

- ❖ **Rotation:** Students alternate between self-paced and classroom learning. Blended learning allows students and learners to transition from one learning station to another. It makes use of flipped classroom opportunities. It also allows learners to practice their lesson prior to face-to-face interaction.
- ❖ **Online:** An educator delivers exercises via an online platform using eLearning assets supplemented by occasional face-to-face meetings.
- ❖ **Online Lab:** The students congregate in a physical classroom, where an online teacher leads the exercises with the assistance of an on-site expert. It provides a digital learning structure or learning model. Learners can access material on their laptop, PC, tablet, or mobile device. It is the most simple and convenient method of learning. It provides complete digitalization for students to interact with their tutors.
- ❖ **Flexible:** Although most learning occurs online, educators provide additional assistance in small group settings.
- ❖ **Face-to-face Learning:** An on-site teacher delivers lessons through online media. Blended learning augments traditional classroom learning through the use of technology. It uses face-to-face learning methods such as monitoring, feedback, role play, and hands-on practice. It provides learners with guidance and also encourages self-study through the use of offline and online learning platforms. Face-to-face training is provided by e-learning or m-learning. It is advantageous to learn to ask their instructor queries and questions. It benefits from peer learning. The primary benefits of face-to-face learning are active participation and the ability to receive proper guidance from a knowledgeable and experienced teacher or tutor.
- ❖ **Self-blended Model:** Online courses are taken by students to supplement their classroom education. Some industrial blogs, videos, and webinars offer additional learning material for acquiring subject knowledge.
- ❖ **Personalized Blended Model:** This model, according to the learners' needs, bridges the physical and virtual worlds.
- ❖ **Gamification-** It allows you to learn new ideas and concepts by playing. It facilitates learning by playing games. It offers various levels and points to motivate learners to earn new levels and points, as well as to help learners improve their knowledge. Learners benefit from the gamification model because it allows them to experience their knowledge and saves them time when learning.

4.3 Mixed-Mode Instruction Challenges

Students and universities may face challenges as a result of the use of mixed-mode learning. Students face difficulties as a result of unrealistic expectations and feelings of detachment, while universities face time and funding constraints. Students and institutions, the two main elements in this case, are both experiencing issues as a result of technological concerns.

Another litmus test for implementing inclusive education is problems with more complex technology. This was especially true when students had to rely on slow wireless networks (e.g., dialup). Poor internet access has been blamed for limiting students' ability to participate in internet discussions and causing widespread unhappiness, which may have an adverse effect on education.

Vaughan (2007) refers to considers recommending that students took on blended courses can in some cases have ridiculous desires. Students in such tests assumed that having fewer courses meant having less work to do, show low- effective time management abilities, and struggled to tolerate personal learning responsibilities. Students in such classes have also expressed a desire

to be isolated as a result of the limited opportunities for social collaboration in a close-knit classroom environment.

Equally, while time constraints are a difficulty for students, the main problem for universities using technology integration is orderly time control. According to Johnson (2012), planning and establishing up a large enrollment, blended learning course often takes, few times the amount of time, necessary to set up a comparable course in a conventional format.

Given this, technology-identified criteria have an unavoidable reach that innovation provides. While the ability to study digitally and from a distance provided by blended learning is viewed positively, the unavoidable access may be intrusive to learners' personal and professional lives. Others believe that the internet dimension requires more time spent on education and less time spent on personal matters. As a result, members may feel overwhelmed and exhausted.

The difficulty in acquiring new innovative educational know-hows, such as how to support interactive knowledge sessions, stimulate internet discussions, and supervise students, is the final challenge for colleges implementing blended learning. In terms of students, innovation may be a stumbling block for universities integrating technology.

Another criterion for colleges is lack of course design assistance. Teachers ensure that students have a positive integrated learning experience; colleges must promote course redesign, which may include determining which course objectives are best achieved through online learning activities, what can be practiced in the classroom, and how to combine these two learning environments.

5. Digital Marketing and Blended Learning

An e-Learning program that employs a mixed-mode instructional strategy has been shown to be the quickest and most effective way to achieve desired corporate training results, particularly in the area of digital marketing skills. The world of digital marketing is rapidly evolving and extremely serious and taking a single short course will not keep us up to date with the most recent procedures, tools, and developments. E-learning is the best way to provide digital marketing training because the content will always be up to date with the most recent industry changes. It is critical for the success of a digital advertiser to recognize significant trends and focus on developing a strategy to excel. Let's take a look at some current digital marketing trends and points to remember, as well as training providers who can assist us in gaining and maintaining a competitive edge.

Digital marketing is constantly evolving, and the rate of progress is increasing. 'Digital Marketing' also covers a wide range of disciplines, including extremely broad topics like social media, implying that the demand for these skills is affecting a wide range of jobs beyond advertisers. Directors of various types must understand the impact that new technologies may have on their organizations, and everyone on staff should understand the fundamentals of the web and online life. In that capacity, an increasing number of people are hoping to improve their skills and keep up with the latest. Investigate the best methods for improving our own skills or how we can help our group improve their skills; we'll then look at the best methods for staying up to date on the most recent and relevant information.

As we've seen, there are a variety of approaches to improving and staying current, whether it's for ourselves or our group. Regardless, no single approach will be able to meet the needs of all

people. As a result, the term "blended learning" is important. Infused knowledge training employs a variety of educational configurations and styles to suit each of our students and match the learning environment's common sense and authoritative challenges.

Many learners use a combination of classroom-based learning, a digital marketing e-learning library, and a variety of supporting casual learning assets such as podcasts, videos, and blogs. Various channels are appropriate for different people at different times. As a result, if you are providing training to a variety of organizations, doing so across a broad range of organizations can help you become more effective. You will likewise be required to sign-post this content, and we have discovered that by conveying customary messages to distinct gatherings of learners, with content that meets their specific learning needs, we can achieve elevated levels of commitment. Surprisingly, the most effective method for closing skill gaps is to use the same digital step that created them. Blended learning is the key. At its most basic, blended learning combines live, instructor-led classroom training with online content, typically in the form of on-demand videos that students can access outside of class.

In educational institutions, interactive mixed-mode sessions are well-known. For generational differences, educational institutions try to accept and use blended learning. Because today's learners have access to a variety of learning methods and technologies, training and educational organizations face stiff competition. As a result, each organization and institution develop its own strategies to reach prospective learners and create a digital marketing pace that is distinct and distinct from others. As a result, each organization provides various advantages and benefits to students. Most institutes offer package deals, such as 24-hour access, ready-to-use materials, discounts, and so on. Most universities and colleges use digital marketing to develop new innovative blended learning programs, as well as to retain learners and maintain control in blended learning programs for rapid growth and minimal competition. Blended learning is a changing concept; every organization faces changing strategies and technologies; organizations and educational institutions adopt new technologies to support market changes. Marketing professionals research the various changes that occur in sales, marketing, and technology that affect consumer expectations and preferences. They create and implement all of these changes to improve marketing functions, and they strive for full automation of marketing functions.

Nowadays, marketing organizations are concentrating their efforts on educational and academic institutions. They support universities and colleges in their efforts to provide better educational solutions. They offer a variety of technological tools for delivering study material and reaching out to prospective and current users and learners via the internet, mobile, pc, laptop, and group-based communication tools. They also offer a variety of technology, social media, and methods that are appropriate for the academic world. Marketing institutions first focus on identifying the needs of educational institutions before developing blended learning methods. The goals of this blended learning are to develop unique methodologies through advertisement and social media. Working students and learners require continuous learning for long-term growth, so they require this type of learning organization and learning materials that support distance learning and learning at their own pace. The blended learning method is a foundational tool for improving educational quality. All of these objectives are met by marketing institutions through the use of digital marketing. Blended learning makes use of a variety of methods and tools for distance education. Blended learning is defined in a variety of ways in distance education. Yacci believes that distance education is a combination of education that includes instruction and guidance to learners who are unable to attend physical

classroom learning at a specific time. In distance education, the teacher or tutor and the students or learners are separated by distance and/or time.

Most educational institutions facilitate blended adult learning by utilizing the internet, intranet, and social media technology for adult education and distance learning. Marketing organizations can develop a blended learning environment that will help teachers and students for better coordination and control in learning program. It also investigates how social media technology is becoming more prevalent in higher education and reveals various benefits of blended learning in higher education. These marketing technologies can help blended learning develop and grow specific plans of action that provide better blended learning programs for students. Students' educational academic performance and unique blended learning curricula are most useful for students to achieve their learning outcomes and career outcomes, which are also helpful for seek predetermine learning outcomes. Learning is a continuous process, and every human being needs to learn new things in order to progress in their careers and social lives. The term "society of learning" refers to a new concept that emerges from social learning through the use of social media technologies and tools. Learning through technology and social media techniques can be confronted with various experimentation and observation procedures, and it can also aid in the resolution of various social problems. Social learners are always looking for new ways to expand their innovation and creative thinking. It is also known as experiential learning.

Blended learning explains various social media administration strategies for higher education. It creates the ability to combine various multimedia for communication with a large population. Blended learning provides a variety of platforms and is accessible at any time and from any location by utilizing multiple technological devices. Social media administrators provide solutions to any problems that arise during the learning process. It promotes transparency in the communication process and expresses a willingness to provide advanced learning opportunities. It aids in minimizing negative experiences and negative comments, thereby minimizing uncomfortable situations during the learning process. Marketing firms can assist higher education institutions with social media management. In this situation, social media marketing is an innovative concept. Covid 19 raises a number of issues and challenges in the educational field. Blended learning explores social media technologies and web-based education. Distance learning and training are made easier with social media mix learning programs. It explains the students' requirements and preferences; most students use social media sites and other online platforms to gather basic information before visiting an institution's website. Higher education and industries must develop strategies using social media technology to produce scientists, professionals, and learners. Digital marketing technologies are used by educational institutions and businesses for this purpose. Various educational institutions and industrial organizations recruit or hire a marketer to send out their message and communicate the learning material to the appropriate and prospective learners. Marketing professionals deliver appropriate content at various stages in the learner's journey, increasing loyalty and awareness in learning. It reduces traffic as well as download and suffering time. Marketers are constantly striving to increase consumer involvement and the use of various approaches that improve communication and deals. Marketing professionals raise awareness through campus-wide exposure and by improvising through the use of innovative technology. It assists universities and colleges in reaching out to prospective learners and students. Blended learning programs match learners with the appropriate schools, colleges, and universities based on their personal and professional needs. Higher education uses digital marketing to connect with current students and alumni. Alumni feedback and suggestions should be used to improve the quality of strategies and the blended learning platform. Digital

marketing helps learners understand consumer demand by using the internet, and it satisfies learners' needs and demands by employing new and innovative techniques. Digital marketing in educational institutions and industrial organizations creates a blended learning environment in order to understand the learner's lifestyle, culture and learner's lifestyle is constantly changing, and learners use social media to overcome cultural barriers. The marketing teams at a university and a large corporation use digital media to improve their marketing strategies. To improve the learning and teaching experience, educational institutions are constantly implementing social media and digital marketing tools. The fundamental question may arise during the course of this research. Can various forms of social networking make use of information technology to improve teaching and learning tools? Learning through social media is the most important and integral part of blended learning in educational institutions and academic experience.

Social media creates a community or social learning space in which learners can create, share, and organize their learning content. With the help of blended learning, learners can collect and share learning resources, resulting in knowledgeable content. Social media provides access to a variety of online applications and methods that enhance the learning experience through the use of advanced technologies. Blended learning methods employ a variety of internet- and intranet-based technologies and facilities to engage students in collaborative practical experiences and projects. Educational institutions deliver educational content through various web sites, YouTube channels and official organizational websites to engage their students in the creation of hyperlinks, the development of written content with learning information and the provision of the ability to edit and modify their content through the addition of new content, the deletion of inappropriate and outdated content, or the provision of substitution of any content which learners want.

Blended learning also makes use of social networking sites (SNS) such as Facebook, Twitter, What's App, and other media networking sites applications for educational purposes. Blended learning enhances their media sharing tools, which learners constantly access in the educational context. All of these blended learning tools and technologies encourage students to ask queries, issues, and questions based on the educational content and videos provided by tutors. Students also prepare assignments, projects, and videos and upload all of these contents and videos to the official website and social media sites in order to share information with tutors. Digital platforms and social media platforms have enormous capacity for storing, analyzing, and manipulating information in multimedia formats. It allows students to communicate with their tutors, teachers, and other students. Twitter may make it easier to communicate with a professional network of practitioners as well as impromptu teaching methods. Students are less interested in one-on-one interactive communication in recent years, and they seek out innovative learning methods and internet-based learning as an alternative communication channel to traditional learning. So, when traditional educational institutions face challenges and problems, they hire digital marketing professionals to help them resolve these issues through the use of social media, which facilitates communication between students and teachers. Social media and digitalization in educational institutions help teachers and tutors reach out to students and actively engage them in the learning process. Professional education institutions have adopted and developed innovative learning mechanisms of operations, such as the digital Chalkboard, to bring about a change in the educational process experience. Perceptions and opinions of teachers and tutors are critical for the implementation of social media and digitalization in educational institutions and organizations. Covid 19 changes teachers' roles, all teaching and learning processes are changing and adopting a student-centered learning approach, teachers' roles are changing, teachers are not only instructors but

also facilitators to improve learning experiences. Teachers have always encouraged students to learn new and innovative content in order to expand their knowledge through social media and digital technology applications. Teachers encourage students to use internet technologies to communicate in order to develop interactions and benefit from instructional materials shared with them.

Blended learning allows students to learn anywhere, at any time, and using any learning methods they require. The use of web-based learning, a type of technology integration, makes this a better option than face-to-face classroom learning. Digital literacy is required to learn about course expectations and is critical to the success of blended learning. Students and learners nowadays are familiar with social media and digital technologies. Learners and students understand how to create digital content, as well as access and share digital information with teachers and other students. The most important factor in the development of blended learning methods is digital literacy. It entails the creation of content and ideas through the use of digital technology. To begin, educational institutions must determine their students' levels of digital literacy. Teachers must use a digital platform to improve their students' digital literacy levels. Teachers provide additional exercises, assignments, and projects to help students improve their digital literacy skills. Teachers instill a positive attitude and digital literacy in their students, which increases their self-efficacy and ability to learn new things in more effective ways. A teacher positively contributes to the improvement of online behaviors in order to interact with students and learners for learning management systems and peer engagement. Teachers in educational institutions planning better blended learning programs must first recognize the needs of their students and their level of digital literacy.

6. Conclusion

The field of digital marketing is rapidly changing and extremely serious, and we can't simply take one short course and expect to stay up to date with the most recent prescribed strategies, tools, and trends. Associations are gradually realizing that hybrid learning, or a combination of traditional and digital education sessions, is the best way to go. While online learning enables students to study at their own pace, whenever and wherever they want, and to hone their skills through simulations and gamification, it also enables them to learn at their own pace.

When working toward a common goal, traditional classroom training and mentorship programs include the genuinely required human collaboration as well as more open doors for correspondence and conceptualizing for both guide and peers. Whether we work in an office or in a corporate marketing division, digital marketing skills are essential for survival. Raising our group to an acceptable level as soon as possible is the best way to keep a competitive edge and provide our organization or customers with the most popular capabilities.

Blended learning should provide the foundation for both in-class and independent learning. It allows students to learn at their own pace and at their own pace. The instructor or teacher uses a variety of learning tools and has access to all of the learning material with a single click on the internet. Teachers create their own videos and educational game blocks to encourage students to improve their real-world experience and learn their material at their leisure.

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