THE GLOBAL MARKET FOR ONLINE UNIVERSITIES WITHIN THE FRAMEWORK OF GREEN ECONOMIC MODELS AND SUSTAINABLE DEVELOPMENT

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Abstract: *The global market for online universities has been undergoing profound changes driven by digital transformation and the growing importance of green economic models in the context of sustainable development. Traditional marketing communication tools are becoming less effective, encouraging higher education institutions to adopt innovative and environmentally responsible digital strategies. Nowadays, social networks now represent one of the most significant instruments of digital marketing communication, enabling online universities to reach global audiences efficiently while minimizing environmental impacts. The quality of higher education is one of the key criteria in moving borders and improving itself on the world`s market.*

Key words: marketing of educational institutions, marketing communication of universities, digital marketing, social networking, green economic models

1. INTRODUCTION

In the whole world, universities are the highest education, scientific and art institutions. The quality of higher education is one of the key criteria in moving borders and improving itself on the world`s market. Higher education must reflect the market requirements and specially to break the ground for education in the scientific sphere. Recently, there have been significant changes in the field of education and students have become customers for their schools, where students had to apply for in competition with other schools. The traditional tools of marketing communication are less effective and therefore it is necessary for universities to change their marketing thinking if they want to follow the latest trends.

The quality of higher education is one of the key criteria in moving borders and improving itself on the world`s market. Higher education must reflect the market requirements and specially to break the ground for education in the scientific sphere. In the last years, there was an increase in the use of mobile devices and social networks, and they helped to develop marketing activities also in the field of education. Within the framework of green economic models and sustainable development, the quality of higher education gains even greater importance, as online universities contribute to reducing environmental impacts while expanding access to education on a global scale. By integrating digital learning platforms, mobile technologies, and social networks, higher education institutions are able to align educational offerings with market needs, support scientific research, and promote innovation in a resource-efficient manner. These trends strengthen the position of online universities in the global education market and highlight their role in fostering sustainable economic growth and knowledge-based societies.

Digital marketing is also known as on-line marketing, internet marketing or web marketing, it is directly inseparable part of marketing communication. New media and new technologies have extended the possibilities of communication, their development is dynamic, every year they offer new techniques and fields of use [1]. Colleges, universities, professional and private schools use marketing in different degree many decades.

Marketing in education involves activities and materials that promote consistently and effectively school as the best choice for students and parents, also as a tool within a community and as a responsible administrator of the tax-payers money.

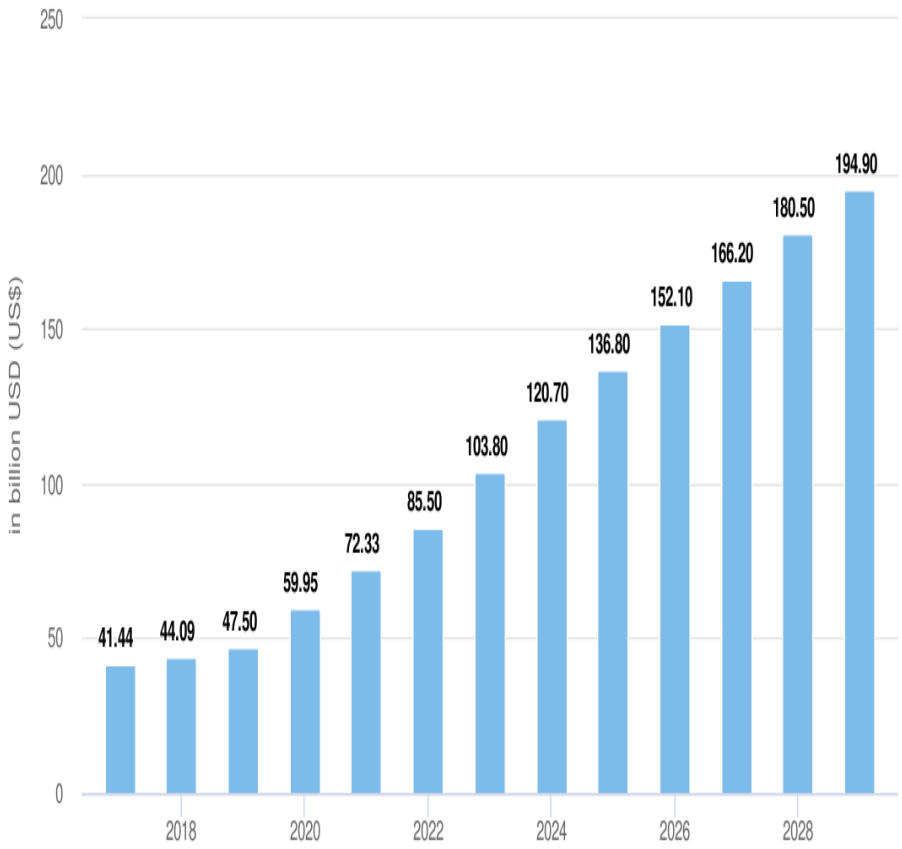
These contributions can appear because of long-term application of a marketing management of a school:

- the increase of quality and diversity of the offer of education,
- awareness,
- financing,
- loyalty.

2. ONLINE UNIVERSITY EDUCATION

Online universities increasingly use social media platforms to communicate academic information, learning resources, and institutional updates, thereby supporting flexible, accessible, and sustainable education models. At the same time, the quality of higher education remains a key factor in enhancing international competitiveness and ensuring long-term development in the global education market. Nowadays, social networks are one of the most required tools of digital marketing communication. Universities and faculties inform their students by means of social networks about news, schedules, examinations and other knowledge connected with their studies, possibilities of students' internships, or other types of practice. Moreover, there is also entertaining content, that universities create mainly on Facebook, Instagram and YouTube. Social media are characterized as online platforms where people connect to and communicate among each other [2]. The use of the internet, social media, mobile applications and other digital communication technologies has become the part of everyday life of billions of people. People spend their free time more and more online.

The Online University Education market follows the revenue and user development of online programs terminating in university-accredited degrees and certificates. In the present time, the Internet and social networks are necessary also for educational institutions.



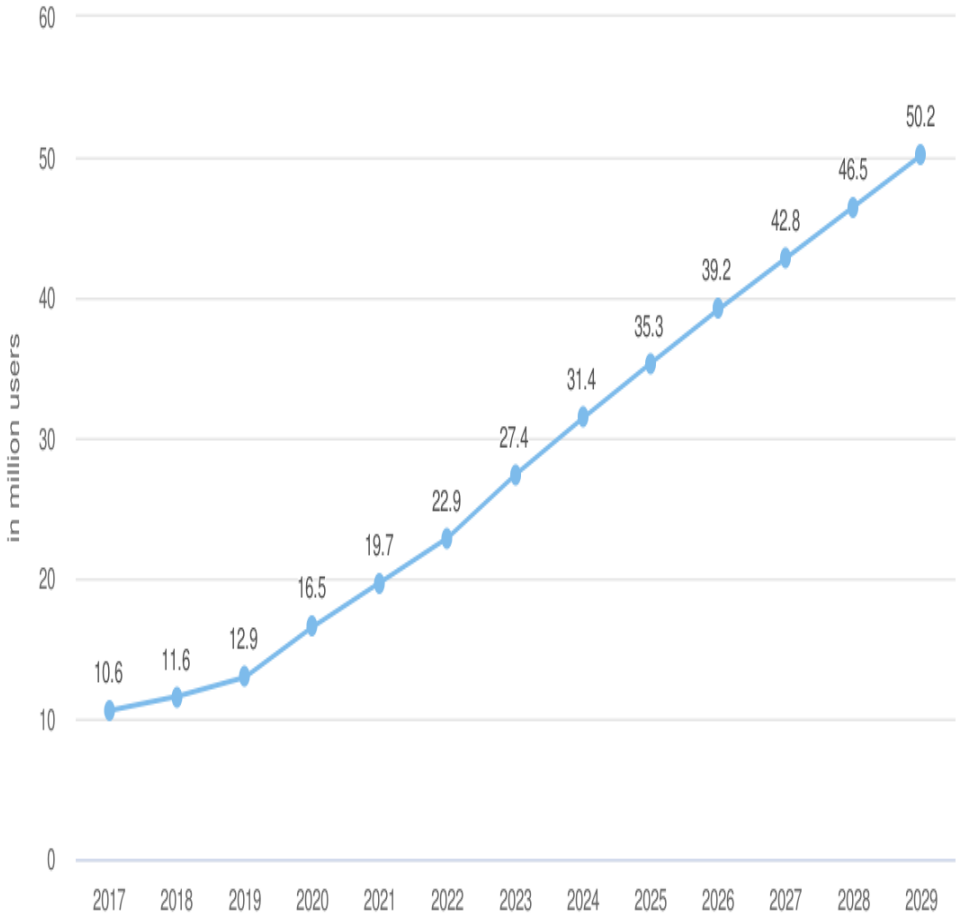
Picture 1: *Online University Education-Revenue*

Revenue in the Online University Education market is projected to reach US$120.70bn in 2024. Revenue is expected to show an annual growth rate (CAGR 2024-2028) of 10.55%, resulting in a projected market volume of US$194.90bn by 2029. In the Online University Education market, the number of users is expected to amount to 46.5m users by 2029. [3].

3. THE ONLINE UNIVERSITY EDUCATION MARKET WORLDWIDE

The use of the internet, social media, mobile applications and other digital communication technologies has become the part of everyday life of billions of people. The market for online education products and services has grown rapidly over the past decade [4]. The Online University Education Market Worldwide is experiencing significant growth and development. Customer preferences are shifting towards online education due to its convenience and flexibility. Educational institutions and mainly universities direct their communication mainly to younger audience who can be marked as their future potential students and moreover they have created the communication for their present students. This digital shift also supports sustainable development and green economic models, as online communication reduces the need for physical resources and travel, while improving

accessibility and internationalization of education. Consequently, online universities are increasingly positioning themselves as key players in the global education market, responding to both environmental and economic demands.



Picture 2: *Online University Education Market Worldwide*

Customer preferences: Customers are increasingly choosing online university education due to its flexibility and convenience. Online courses allow students to study at their own pace and from anywhere in the world. This is particularly appealing to working professionals and individuals with busy schedules. Furthermore, online education provides a wide range of course options, allowing students to customize their learning experience [5].

4. CONCLUSION

The worldwide market of online university education is expected to record significant growth and dynamic development due to changing consumer preferences, technological progress, and the increasing demand for sustainable education models. Education, science, and research play a crucial role in the creation of a high-quality and resilient economy in every country, particularly within the framework of green economic transformation. Online education represents an effective and environmentally responsible way of acquiring new skills and enhancing existing competencies while reducing resource consumption and geographical barriers. Colleges, universities are going to use the internet, social networks and other digital communication technologies in their use also in the future.

5. REFERENCES

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