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## Facebook as an emerging marketing trend in educational platforms

By Dewan Mehrab Ashrafi

GRIN Verlag Jan 2016, 2016. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Scientific Essay from the year 2015 in the subject Communications - Multimedia, Internet, New Technologies, grade: A, East West University, language: English, abstract: The purpose of this study is to propose the idea of using Facebook, as an educational platform in Bangladesh. Facebook has the potential and can be considered as one of the emerging trends in marketing in the education industry. Specifically, this research provides an insight about the advantages of this new pattern of learning through Facebook. Facebook can be used to engage students actively in various courses in a unique manner. To conclude, there has been a lack of research on Facebook's use as an educational platform. Finally, the study ends with some benefits of Facebook education which can be a valuable tool that helps to strengthen interpersonal relationships, build learning communities, and engage students. This study aims to review several educational studies on Facebook to advocate further research on its function within education. 12 pp. Englisch.



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