

Abstract

E-learning as a network-based learning provides a dynamic, interactive, and self-controlled learning environment. The Diffusion of the E-Learning is based on the expectations that it will enhance education efficiency and that the e-learning market expands constantly. The e-learning market is fragmented strongly and its development differs regionally. However, typical appearances of e-learning markets can be derived. The biggest attention is paid here to the secondary education and training areas, where a massive growth by e-learning is to expect.

Pricing must do justice better to the various aspects of the demand behaviors in the e-learning markets, as learning contents and services are made available based on the individual tastes and real time needs of users. For an e-learning course supplier, bundling is the simplest method for the product differentiation, and at the same time, it is a demand-based, flexible price strategy. It is shown, that bundling of e-learning courses can be implemented as a profit maximizing strategy. For its implementation, nonlinear pricing can be applied, where a course bundle, customized by the learner himself, is priced individually and the bundle price is not independent of the demand by others. As a rule, several revenue forms can be combined with each other, and its importance can then be weighted differently. However, a price system underlying revenue models must be practicable and communicable.