

Enhanced international Course Marketing using a new Course Keyword Standard

By Peter F. Jedlicka

Imagine you are planning a trip to Sendai, a city in Japan, next March. You want to stay there for some weeks - so you think about attending a course for Japanese language at a local language institute.

But finding such a course on the internet turns out not to be that easy: There seem to be a lot of Japanese course institutes and course databases, but you find it hard to specify the week and the city Sendai (not yet speaking Japanese).

An international standard for **course keywords** could be a solution for this problem - and a method for course institutes to promote their courses (and conferences) worldwide:

In this example: If the course institute in Sendai would **put the following keywords (tags)** on its website, the search could become a lot easier - also for persons not speaking Japanese yet: "*sendai jp edutagx 2009 03 15 japanese*".

Why this strange syntax? The idea is quite simple: "Tagging" courses that way derives from the search capabilities of Google (and other search engines like Yahoo and Live): Using Google you can **search for an exact string (syntax) of words** delimited by quotations marks ("). This search option enables a lot of variations of broadening or narrowing any search based on a keyword (like Edutagx) and the words that are surrounding it.

"**Edutagx**" (which is short for "**EDUCational TAG syntaX**") is the "**main tag**" defining that every keyword surrounding it is about a course, a seminar or a workshop. The "**country tag**" *jp* and the "**region tag**" *sendai* right before this main tag and the "**time tags**": **year, month, day** enable (for example) the following search options:

- "*jp edutagx 2009 03*" and *japanese* - to search for **all** Japanese courses in Japan in March 2009 (no matter in which city)
- "*sendai jp edutagx 2009 03*" - to search for **all kinds of courses in Sendai** in the year of 2009

So the idea is quite simple - and **no programming knowledge** like HTML, XML, RDF ect. is necessary: anyone maintaining a course institute's website can simply add these keywords/tags to the courses that are published on the web - if the exact syntax is followed.

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Peter F. Jedlicka is interested in feedback on his concept - his project website is:
www.socnetdir.com/events/edutagx .*