

## ABSTRACT

This project examines to develop E-Marketing by designing and implementation of a development of Thepsenanusorn web site, the advent of information technology to education.

This project is concerned with electronic marketing strategy in a primary school by making a web site to bring the school business to survive in a tense competition. By using Internet technology will be created a web site that uses Java script and HTML as a web-authoring program. This project consists of an analysis of the possibility of Thepsenanusorn web site and analysis of the current situation of Thailand's education. Strategies used for doing the school business successfully is also analyzed. Marketing strategies include situation analysis of Thepsenanusorn School and Marketing plan for Thepsenanusorn web site.

Thepsenanusorn web site is designed for easy navigation, and for the information to be readily updated and relevant, and to be user friendly. This project would be able to improve the traditional system and enhance the efficiency and effectiveness in distributing knowledge and information.