**Online Distance Learning (ODL)**

**A new approach and opportunity in the education market**

Virtual classes, Online learning, learning management system (LMS), flipped classroom, Blockchain and many other new terminologies have been embedded in the education market (EM). EM can no longer disregard these new and emerging trends of the 4.0 and 4.5 industry revolution in the 3rd millennium. There are tremendous movements from customization toward customizability. To meet the evolving requirements and the needs of current and latent students, updated versions of teaching modes need to be offered to the market through modern marketing models. With the advantages of proactive 4+1 marketing tools (Acceptability, Affordability, Accessibility, Awareness + Assurance), Online Distance Learning (ODL) can be strengthened to deal with the EMs’ concurrent demands. The tailor-made ODL components (Overview, Engagements and Exploring) will be a desirable solution to develop an effective learning platform.