

## E-learning target group segmentation

For successful e-learning course is necessary to create and distribute a product, which meet the needs of target group. Course design is already supported by various standards, best practices with integrated development and running environments. We focus now to features of target groups and theirs acceptance of e-learning. There exist maturity in school we can speak about e-learning maturity also, in meaning of level of acceptance of e-learning courses. Describe a method, what help us to measure the level of maturity of target group for e-learning acceptance.