



# MARKETING AND HIGHER EDUCATION

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## ABSTRACT

India's education system, as one of the world's largest, has been studied and reflected on through academic papers and researches, used as a case study and been the subject of many renowned books. The tough competition in this sector in present era has led to the most higher education institutions to develop corporate strategies inclusive of marketing strategies and they linked it to a vision as to where they want to go and what positioning they want to set in the target customers' mind.

The techniques of marketing research and product development can contribute in many ways to the needed educational revolution. Educational marketing is mainly concerned about customer satisfaction, searching new market segments, developing new services, finding new funding resources and enhancing the institutions image.

The present study focuses on understanding the different marketing practices which are undertaken by the different Universities and tries to understand how effective these strategies in attracting market share for the institutes.

**Index Terms:** Education, competition, marketing, higher education institutions

## INTRODUCTION

Education is a growing industry, education sector offers a variety of higher educational programmes as well as professional and specialized skill courses that are comparatively priced and of excellent quality.

As a matter of fact, student entering institutions of higher education today are very different from those of previous generations. Therefore from time to time higher education institution marketers used to study the parameters that affect student choice. Moreover, the study of choice and decision making in higher education is an area of growing research interest, primarily because higher education has been transformed from a domesticated centrally funded non marketised entity to a highly marketised and competitive environment. Most of higher education institutes now recognized that they need to market themselves in a climate of competition, the techniques of marketing research and product development can contribute in many ways to the needed educational revolution. Educational marketing is mainly concerned about customer satisfaction, searching new market segments, developing new services, finding new funding resources and enhancing the institution image. Marketing theories and concepts, which have been effective in business, are now applied by many universities with the purpose to gain competitive advantage.

The targeted markets in higher education sector has multi-clients as students, employers and society who are the main beneficiaries of higher education services Even though the whole notion of students as consumers attracts criticism, students are the direct and immediate customers of the

higher education services. It is beneficial for employers as they use the skills and the abilities that graduates acquired during their studies in higher education processes. Some called graduates products of higher education, while the employers were seen as customers, but both students/graduates and employers are consumers of higher education services and students are principal consumers, employers are secondary or indirect consumers of higher education.

## OBJECTIVES

The research is guided by the following research objectives:

- (i) To study the requirement of marketing in higher educational institutes.
- (ii) To study the marketing strategies adopted in higher educational institutes.

## RESEARCH HYPOTHESES

The hypotheses drawn in the study to be tested is as follows:

**H<sub>01</sub>** : There is no comparative difference between the different types of marketing media use by the institutes for their advertisement.

## SAMPLE SIZE

In order to finalize the research, primary and secondary data were procured from the various sources. Primary data were collected through mailed questionnaires, secondary data were collected from published records as well as from online sources. Considering the limitations of time, sources, scope of study, it was thought expedient to select 20 management members on stratified random basis

## LIMITATIONS

Lack of cooperation from respondents, especially those who considered the information confidential. The researcher owner assured the respondents on confidentiality of their information that it was to be used solely for academics purpose by presenting an Introductory letter from the MLSU University.

Measurements tools used were adopted from previous studies and therefore any limitations that are embedded in them equally effected this study.

## ANALYSIS AND INTERPRETATION

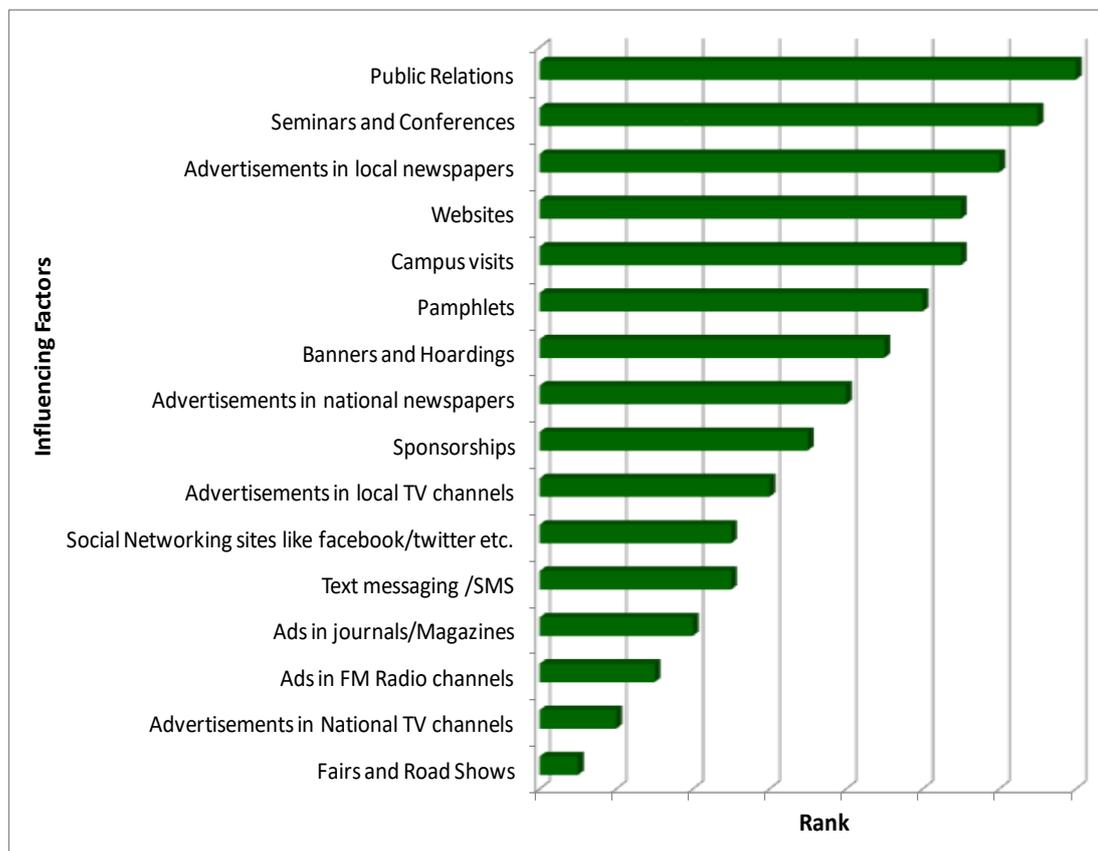
### Marketing Tools used by the institutes

Here, we are talking about all the marketing tools that institute use to get students admitted in their institute. All that tools they use to attract or influence students for their institute to increase the strength of their institute and be the top grade institute.

Factors	Essential / Very Essential	It's OK	Little Essential	Rank
Public Relations	75.00	20.00	5.00	1
Seminars and Conferences	60.00	40.00	0.00	2
Advertisements in local newspapers	65.00	20.00	15.00	3
Websites	60.00	25.00	15.00	4
Campus visits	60.00	25.00	15.00	4
Pamphlets	50.00	30.00	20.00	5

Banners and Hoardings	40.00	35.00	25.00	6
Advertisements in national newspapers	45.00	20.00	35.00	7
Sponsorships	25.00	50.00	25.00	8
Advertisements in local TV channels	30.00	35.00	35.00	9
Social Networking sites like facebook/twitter etc.	25.00	35.00	40.00	10
Text messaging /SMS	30.00	25.00	45.00	10
Ads in journals/Magazines	20.00	40.00	40.00	11
Ads in FM Radio channels	20.00	30.00	50.00	12
Advertisements in National TV channels	15.00	30.00	55.00	13
Fairs and Road Shows	20.00	15.00	65.00	14

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### Marketing tools used by Institutes to get students admitted

#### Interpretation:

When we talk all the 20 institute that according to them which marketing tools works as a powerful tool to attract students and get them in the institute all the major tools they use and we rank them all from 1 to 14 as we can see in the above table and chart.

They ranked public relations on 1<sup>st</sup> position, seminar and conferences on 2<sup>nd</sup>, Advertisements in local newspapers on 3<sup>rd</sup>, websites and campus visit on 4<sup>th</sup> position, pamphlets on 5<sup>th</sup> position, Banners and hoardings on 6<sup>th</sup>, Advertisements in national newspapers on 7<sup>th</sup>, sponsorships on 8<sup>th</sup>, advertisements in local TV channels on 9<sup>th</sup>, social networking sites like Facebook/twitter and SMS/text messaging on 10<sup>th</sup>, Ads in journals/magazines on 11<sup>th</sup>, Ads in FM Radio channels on 12<sup>th</sup> position, Advertisement in national TV channels on 13<sup>th</sup> and Fairs and road shows on 14<sup>th</sup> position.

**Conclusion:** To understand which marketing tool consider by the institutes the most to market their institute in the education field we asked them to rank them to rank all the marketing tool and here we get the result 75% said that public relations are essential and they ranked it on 1<sup>st</sup> position. It is the word of mouth that increase the trust of people for the other institute as one who is experienced with that institute can easily give conclusion to others about the institute. After that they ranked the other tools like seminar and conferences, ads in local and national newspapers and TV channels etc.

#### Marketing affect enrollment of student:

We asked the 20 institutes about the affection of marketing on the enrollment of the students, how the marketing of any institute affect the admission of students in any institute .How much it impacts on the institution growth?

Response	N	%
To a large extent	3	15.00
To a certain extent	13	65.00
Moderately	4	20.00
To a little extent	0	0.00
To a very little extent	0	0.00
<b>Total</b>	<b>20</b>	<b>100.00</b>

### Do you think enrollment of students is affected through marketing?

**Interpretation:** when we tried to know how much a marketing tool affect the admission of student in any institute, we asked the question to all the institutes on a 5 point scale to know on what extent it affect the enrollment of the student in the institute. 15% said that on a large extent it affects the enrollment, 65% said to a certain extent it affects, 20% said that it works like neither or nor situation and 0% said that to a little extent or to a very little extent.

**Conclusion:** After seeing the test result we can say that marketing of any institute will affect its admission to an extent. Marketing involves the introduction of any institute to a fresher who is new with all this; marketing helps them to compare all the institute on the basis of their marketing only and one can easily have an idea about the institute.

## MARKETING MEDIA

### Comparative analysis of Marketing Media that affect more strongly

When we talk about institute perspective how media helps institute in marketing of their own. To make people aware about the institute and what courses they are offering people, their infrastructure, facilities, faculty, companies they need those kinds of resources that easily are in reach of people and frequently they know about the institute. For this here we have done a comparative analysis of which Media type helps institute more strongly in their marketing.

**Types of Media are as follows :-**

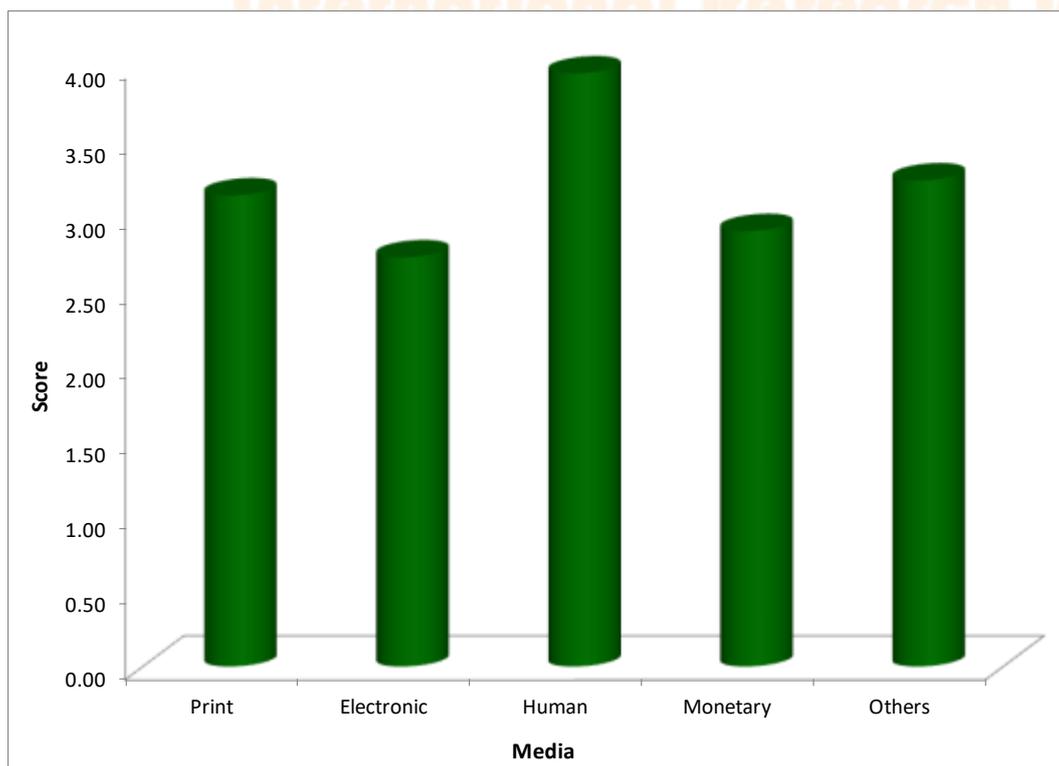
- 1. Print Media:** Print Media are all those written forms that let you know about the concern thing. News-paper, magazines, newsletters, booklets are a part of print Media. Easily available and easy to carry. Available on daily basis and weekly basis. Ads in newspaper can be seen by us easily that tell us about the institute, courses avail by them, campus placement etc. Newsletters are mostly published by every institute which includes all the news related about the activities happened in the institute.
- 2. Electronic Media:** Electronic Media can be broadly categorized in Television, Radio, Internet and Electronic Advertisement. Television is the most popular medium for institutes to advertise. Television is a way that is used by every single person regularly. Television provides us with the highest volume of electronic media advertising. Radio is the oldest form of electronic media. People prefer radio while travelling and working that provides audio information about latest news or advertisement of anything. Radio is the first form of spoken advertisement rather than printed advertisement. Advertising on internet has become increasingly popular as you can advertise to your target audience directly or you can send mails directly in the inbox of the target audience. Now these days there is a trend to advertise institutes on social Media, where pages are created on the name of institute and people like and follow these pages. Flash messages on the screen of mobile and laptops are also popular. Ads on the web pages are use to seen by the potential customers. Electronic Advertising on screens at bus stop, Shopping centres, and on railway platforms screens have also increased in the last decades.
- 3. Human:** Human Media can be considered as where an individual and a group of people are

introducing and advertising the institute, like seminar and conferences, road show & fairs and alumni visit in campus. Conducting seminar and conferences for students and calling them in their institute is a technique where students are being invited and they visit the campus and people make aware about the courses provided by the institute. Sometimes alumni are also used as way to do marketing of the institute that such big personalities were the X-student of that particular institute. Road shows presentation are given by institutes student as that particular institute students are good in all other activities and institute support these kinds of activity to enhance and develop the skills of the student.

4. **Monetary:** Monetary Media means all that schemes that are used to attract student towards institute such as scholarship, Discounts, Free girl education etc. Many institutes offer scholarship exams at the time of new admission and student take part in those exams and take admission in those institutes. Discounts on many points that family is not capable and the individual want to study on that point institute provide them such fringe benefits and siblings studying at same institute. On the point of social cause institute give admission those girls who score 75+ grades and not capable to pay the fee of such institutes, they gave those girls a chance to study free and fulfill their dreams.
5. **Others:** In other Media we can say inter institute cultural fest organized by institute to call student from different colleges at a single place where student participated in different activities and have fun with their friends, there they make new friends. It's a kind of institute publicity among the other institute students and now days it's a trend where institute organize these kinds of fests. Celebrity and big personality lecture in institute is again a new trend. Banners and holdings at different main points of city are the old trend to introduce your institute name.

Media	N	Mean	SD	F	Result
Print	20	3.14	0.88	5.50	
Electronic	20	2.73	0.84		
Human	20	3.95	1.00		**
Monetary	20	2.90	0.91		
Others	20	3.24	0.84		

**One way Anova “Comparative analysis of Media Type”**



## One way Anova “Comparative analysis of Media Type”

**Result:** To understand the comparative relationship between the different types of media used by the institute in advertising we have applied Anova test on different variables are:

1. Print
2. Electronic
3. Human
4. Monetary
5. Others

And the value we get is 5.50 which is greater than the tabulated value :

So the statistics fall in the rejection area hence the null hypothesis is rejected which means that there is a comparative difference between all the types of marketing Media used by the institute in doing advertisement.

Considering all the average mean of the marketing Media Human Media has the highest mean in the all other type of marketing Media that proves Human Media makes the strongest impact on people as a source of Media, they are more influenced by this Media rather than the others.

**Reason:** As Human Media is a type where you can't portray fake things in front of hundred and thousands of people. Whatever is happening is true and genuine so people believe more on that part. As seminar and conference are such type where people from different place take part together and share and enhance their knowledge, hence on that prospect Human Media is more effective.

**Recommendation:** Institute should more invest their money in these kinds of activities rather than wasting on other no usable sources where nothing come back in return. Investment should be like this that gives something back and increase their goodwill and brand equity in the education market.

## CONCLUSION

The paper has clearly shown the importance of marketing in higher education. The tough competition in higher education sector in present era has led to the most higher education institutions to develop corporate strategies inclusive of marketing strategies.

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