

MARKETING TECHNIQUES OF HIGHER EDUCATION IN INDIA

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ABSTRACT

While India has made great strides in improving the educational system, much yet remains to be done. India has Primary education, Secondary education, Tertiary education and Private Education.

In India, the marketing for the higher education is increasing, the bigger institute and private academic circles undertaking sponsorship through various platforms through social media, through advertisements, through promotional events. Higher education institutions are becoming increasingly aggressive in their marketing activities to convey an image that is favourable to their public. This research paper focuses on marketing strategies and tactics used for higher education.

INTRODUCTION

Marketing is considered an indispensable portion to how a company operates and the dependence for marketing techniques is becoming increasingly sought after. This is a demand which highlights the dependence to ensure that you choose the most appropriate marketing techniques and facilities which can benefit the entire Education industry. Higher education institutions are becoming increasingly aggressive in their backing to convey an image that is favourable to their public, be they prospective students, employers, funders etc. Advertising and publicity strategy is of great importance which focuses on almost identification of the buyer readiness state and subsequent selection of the control of communication goal towards perspective colleges or universities.

Higher Education publicity encompasses a broad range of areas from the publicity of conferences to the advertising of a totalling course or education program to the announcement of education jobs. Higher education institutions are becoming increasingly aggressive in their marketing activities to convey an image that is favourable to their public, be they prospective students, employers, funders etc.

LITERATURE REVIEW

INTRODUCTION

In recent years higher education institutions are being viewed as assistance providers, education as the product/foster and students as consumers. The environmental changes (economic crisis), increased competition from educational environment (for students/resources) certain universities to adopt a market-orientated strategy.

For young people it is enormously challenging to locate a job after graduating from the academic circles. A quantitative publicity research was conducted later to graduates of economic science and business administration who have graduated in the last 3 years.

Based on regards to the result, we reached to the conclusion that there is a gap surrounded by the laboratory analysis of the former students during graduation time and what they are accomplishing in the industry or what they get to do in the industry, therefore the course should contain more practical knowledge than theory, if we want the students to have great success in their jobs. The latest technology and syllabus should be there in the course.

LITERATURE ANALYSIS

Kotler proposed the following definition:

“Social marketing is the development, implementation and control of program aimed at increasing adherence to an idea a cause or a social behaviour in one or more of group concerned”.

Social marketing is found in specialization such as public service marketing. In public service marketing majors include: marketing of educational service, cultural service, healthcare professional service transportation etc.

Educational institution sustain market relation with three categories of customers: the educational institution is the workforce provider, with the high school student (as potential provider) with student (as effective customers) the university consider the high school students as potential customer, so there has been increased in the marketing efforts among high school student to guide them to a specific university. There has been a need to increase the marketing efforts among high school student to guide them to a specific university. Each university promoted as a distinct brand and in order to attract high performing student the reputation and ranks of educational institution are extremely important.

Research results

The results obtained from the data processing are listed below:

"How important do you consider the following ways of searching for a job?" has as indicators the help of the family, of friends or acquaintances, online job portals, human resources agencies and the job had during university courses. Next, we compared the averages obtained for every indicator.

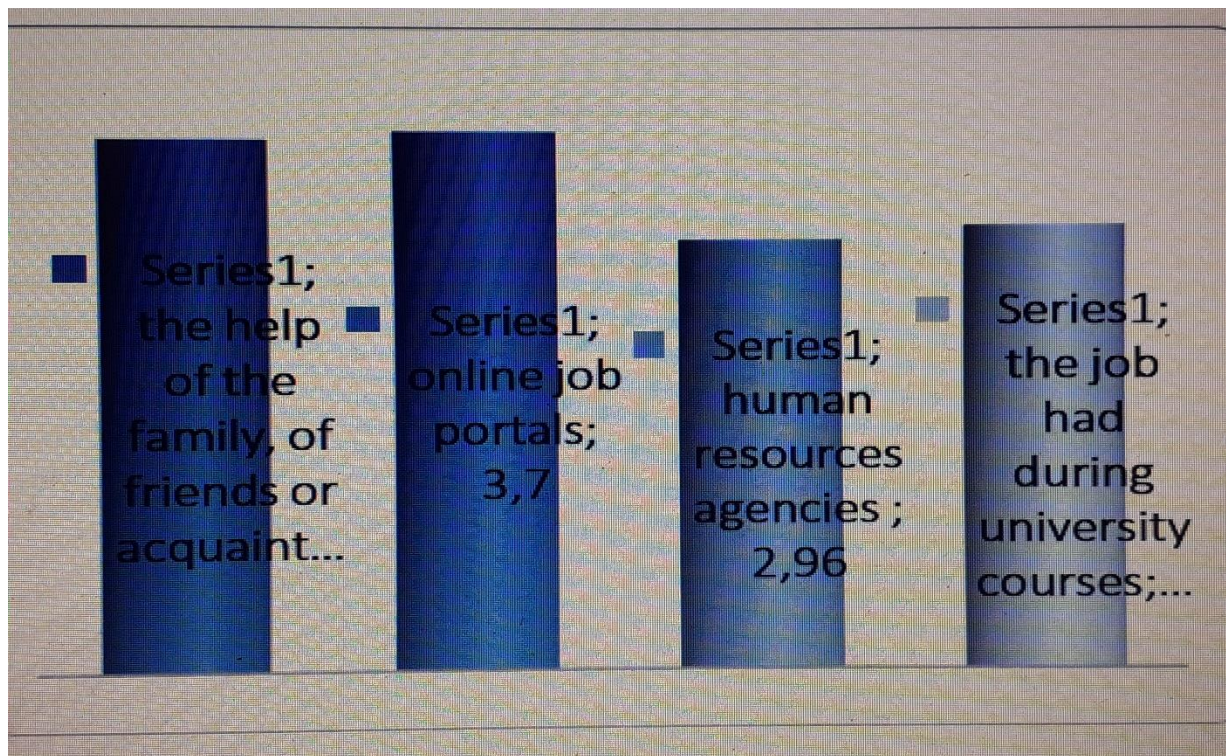


Fig.1. Average scores (on a scale from 1 to 5, where 5 means the most important)

As shown in the above chart, there is a balanced distribution around level 3 of the scale. The average of the responses about the importance of ways to find a job was between 2.96 and 3.70. The lowest average registered (at a value of 2.96 points) was to obtain a job by contacting human resource agencies.

This is due to the evolution of the internet. In this era in which internet has become a necessity, jobs are found online. Moreover, the majority of jobs are found on the internet, so the human resources agencies will suffer a decrease in the amount of employers. The highest average was registered by online job portals, with an average of 3.7 points. The importance of family, friends and acquaintances obtained an average of 3.64 points. This is due to the Romanian employment system from the last years (until the economic crisis began), when getting hired at an important company depended on knowing somebody inside the company. But this habit has disappeared and knowledge and competences are the most important.

Another important element is the job they had while still studying in the university, an indicator that obtained an average of 3.06. This is a crucial factor and we cannot forget that it had an average that surpassed level 3 of the scale. We can draw the conclusion that the averages of responses for the 4 indicators analysed are between level 3 and 4 of the scale.

At the question: "From graduating university until the present moment have you had at least one job?" we obtained the following results, shown in the next chart.

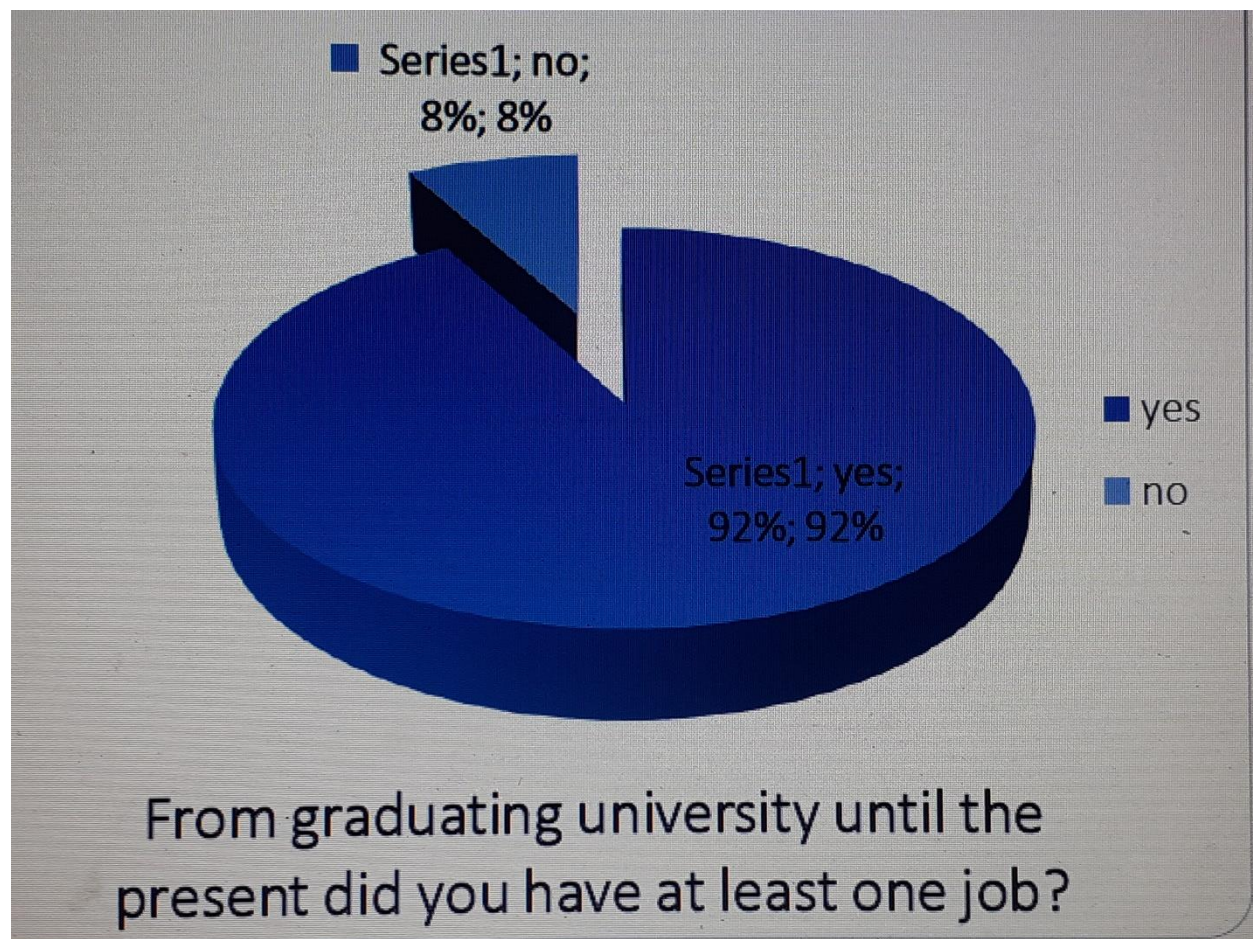


Fig.2. The structure of responses regarding employment after graduating.

At this question, 92% of the respondents answered affirmatively, whereas 8% answered negatively. This percentage is very important because its highest value shows that the majority of graduates have had at least one job since graduation up to the present moment. This rate encourages young high school graduates to continue their studies. Next, references were made to the time which passed from graduation to the moment of searching for a job. We continued with a question related to the time which passed since graduation until finding a job.

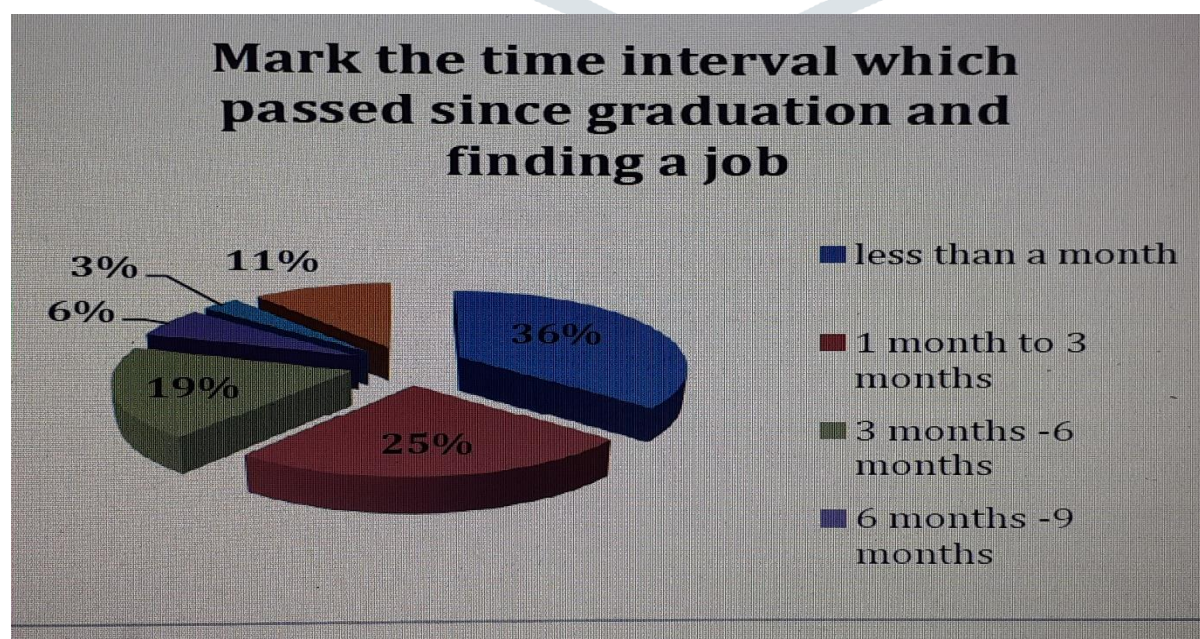


Fig.3. The structure of responses regarding the time passed since graduation until finding a job.

We can notice that the majority of respondents found a job in less than a month from graduation 36.5% responses. 25% found a place to work within 3 months from graduation, and the lowest percentage 3% was registered for people who found it between 9 months and 1 year from graduation.

DEVELOPING MARKETING STRATEGIES AND TACTICS IN HIGHER EDUCATION

MARKETING IS EXCHANGE

The process of evaluating the service offering to whom the exchange offering is directed is the PROCESS of marketing. Understanding the exchange offering (service, "product," or item to be marketed) as it is perceived by a target audience is key to Educational marketing success. Understanding target audience perceptions of competition as compared to perceptions of offerings from one's academy helps to complete one's marketing's cyclical process.

DIVIDE and RULE

Evaluating and organizing attributes of the dispute offering, researching attributes as they are perceived by approach towards audience in a relationship to competition is crucial. Developing strategies, both market oriented and communications, based when reference to promotion research information is an important part of the overall at the forefront-thinking education promotion paradigm. Segmenting, or dividing audiences based upon common characteristics, is vital in order to speak of the offering and its attributes in ways that are significant to the potential receiver.

Communicating these attributes, as perceived by a direct audience member, in terms and ways that are meaningful to her or him is particularly important. Finally, evaluating aspects of the marketing row process is necessary in order to try to execute the same or equivalent offerings. This cyclical, evolutionary process is the essence of marketing.

Balancing these variables, developing a paradigm that allows each aspect of the marketing project to remain in control intends the responsibility of higher education marketer. Market segmentation, dividing, understanding, and creating cohesive sets of object bolster audiences take effect as a key portion in Education marketing efforts. It's the best way to begin to probe the often unspecified set of variables one finds in marketing higher education.

KNOWLEDGE OF COMPETITION FOR KNOWING ONESELF

Competitor analysis means not on your own to know the competitor education institutions but also to know oneself viewpoint in the eyes of the parents, students as well as other speculative players. It helps to know how skilfully one understands its marketplace, its offerings, perceptions and attitudes of external audiences, related strategies, internal realities and the competitive background in which its education institution conduct yourself an important part in forming the basis of one's marketing plan and resultant activities.

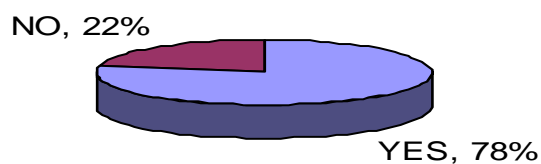
CHANGE IS THE REALITY

It is important to note that the idea of a marketing paradigm based upon audience segmentation is not static i.e. it's always varying. The fact is that change is inevitable and on-going. This is because target audience needs, wants and perceptions are not static and are varying by the passing of time and change of monetary level.

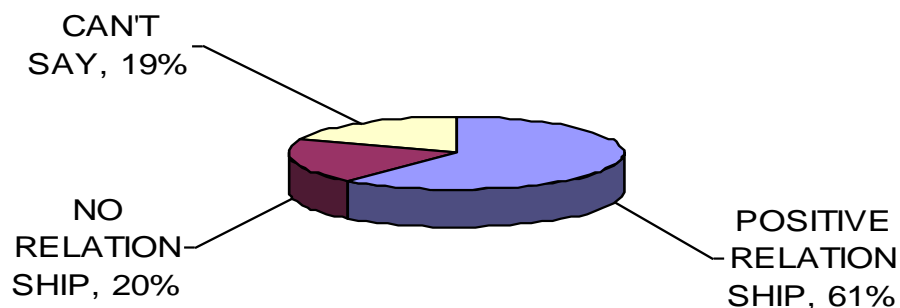
It is greater than before to divide and add details to external and internal targets. It is important to know the attributes of the institution, its offerings, its facilities, its products and its efforts for bringing the fine-space in its moot institution and for respecting the rework coming from the group. External targets consist of slope toward audience and internal targets consist of product and assistance as perceived by targeted audiences. A wise marketer knows that it is important to understand external target audience and internal target offerings for the change.

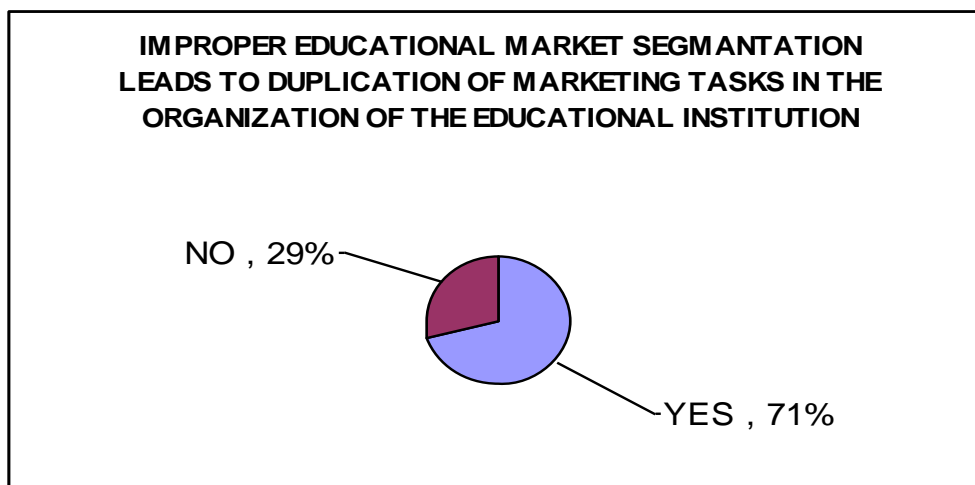
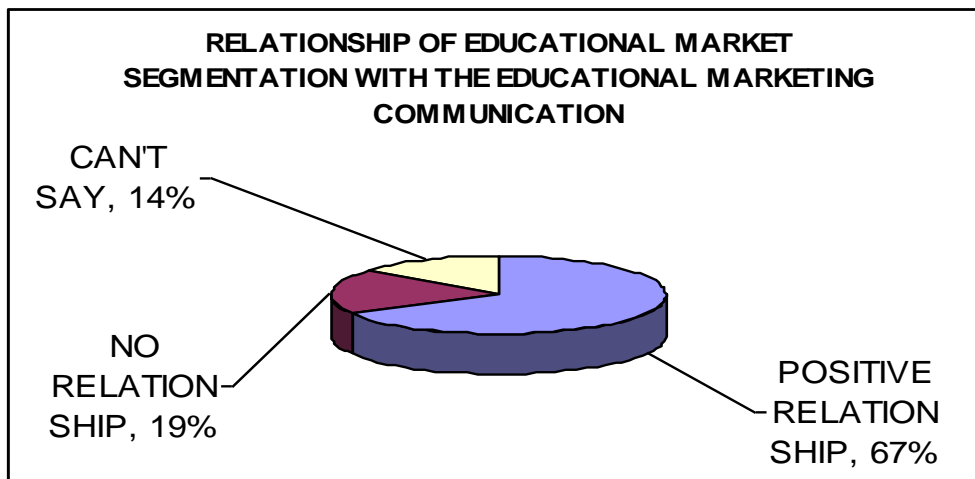
RESEARCH METHODOLOGY

IMPORTANCE OF MARKET SEGMENTATION IN EDUCATION MARKETING



RELATIONSHIP OF EDUCATIONAL MARKETING SEGMENTATION WITH THE RESOURCES & SOURCES THE EDUCATION INSTITUTION CONTROLS





CONCLUSION

The education which is given to the student should be more practical and latest technology should be used in the education. The economic development of a country is strictly related to the quality of human resources. The growth of the educational system is essential to the Romanian economy directly influences the rate of economic growth. Thus, it is necessary to focus on the quality of educational services in the next period. It should not be forgotten that universities have connections with 3 categories of clients: with operators in the national economy (the education institution is the workforce provider), with young people (as potential customers) and with students.

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