

A REVIEW ON MARKETING APPROACH FOR HIGHER EDUCATIONAL INSTITUTES

Amit Gupta

Electronics & Communication Engg. Deptt.

Chandigarh University,

Gharuan, Mohali

amitguptacgc@gmail.com

Surbhi

Electrical Engg. Deptt.

Chandigarh University,

Gharuan, Mohali

Shaina

Electronics & Communication Deptt

Chandigarh University,

Gharuan, Mohali

ABSTRACT

There is cutthroat competition among various private educational institutions. However, the accomplishment of these institutions will be possible only in the short run. So, a well designed educational marketing strategy is the need of the hour for ensuring success and survival in the market. This paper aims to focus on some key considerations that are required by educational institutes to guarantee success in near future. Major recommendation suggests that Education should be Approachable, Applicable, Adaptable and Appraisable. Right communication strategy at

International Journal Of Core Engineering & Management (IJCEM)

Volume 2, Issue 10, January 2016

the right time can ensure easy approachability. This paper is an attempt to identify the approach to be applied by the educational institutions in marketing their services in order to make sure their survival and growth.

Key Words

Adaptable, Applicable, Appraisable, Approachable, Customer Satisfaction

I. INTRODUCTION

In the olden days existence of ‘Guru - Sishya Parampara’ in Indian educational system was prevailing. Teachers were called as ‘Guru’ and student were known as ‘Sishya’. The sishya used to stay at a ‘toll’ or ‘Ashram’ of ‘Gurukul’ which now have been transformed to Residential Campuses or Hostel. Educational service at that time was a ‘Social Service’ and institutions did not have any motive of profit maximization. Hardly there was any competition to admit maximum number of students in their institutions.

The social service has recently being shifted to ‘Commercial Service’. It is no secret that higher education is more competitive than ever. The most competitive institutions frantically try to climb over one another to be the first to connect with a potential student. And it isn’t just the for-profits either. Many non-profit institutions are beefing up their advertising budgets and marketing departments in order to hold onto their corner of the market. Some non-profits are dedicating more than 20 percent of their annual revenues to drive their message to the masses.

With Globalization, Privatization and Liberalization since 1991, the educational sector is flooded with large number of private and foreign players, specially the professional management institutions.

Competition among government, private and foreign owned institutions, population explosion, government initiatives have enforced the marketing concept in this sector which was not prevailing in the golden era Education in its broadest sense is any act or experience that has a formative effect on the mind, character or physical ability of an individual. It is the process by which society deliberately

International Journal Of Core Engineering & Management (IJCEM)

Volume 2, Issue 10, January 2016

transmits its accumulated knowledge, skills and values from one generation to another through institution.

The approach of marketing educational services envisages the orientation to satisfying the customers' needs and using the marketing strategies to the level of university institutions which the education consumers will identify, who are interested in the educational offer for which they have capabilities and will allow adaptation to make it more attractive. The aim of higher education institutions must be the determination of needs, wishes, the education consumers' interests, the adaptation of educational and research approach to offer programmes that maintain or improve long-term satisfaction of their and the society's interests.

The process of education, the special needs of supplier services and those of the consumers should be carefully explored as fundamental elements of the education system. The supplier services are directly represented in the relationship with the students by the teachers who are responsible for the generation and transmission of knowledge. The educational process is also maintained by the necessary infrastructure, by the cultural organization, by management that does not always accept quickly a change and for this reason the expectations of educational service consumers are secondary.

II. NEED FOR MARKETING EDUCATIONAL SERVICES

The need of marketing the services has not really been felt by the educational sector. In the recent years, large number of institutions for specialized fields has been set up for fields like management and computer education. Education as a Service is separately identifiable, essentially intangible activity, which provide wanted satisfaction and is not necessarily tied to the sale of the product another service. Education is a service which is geared primarily to the consumer market.

Characteristics of Educational Services

1. Intangibility -Education is an intangible dominant service –Impossible to touch, see or feel
2. Survival
 - Production and consumption are simultaneous activities

International Journal Of Core Engineering & Management (IJCEM)
Volume 2, Issue 10, January 2016

- No inventories can be made up eg. A lecture scheduled cannot be stored
3. Inseparability- There is a need for the service provider to be present when the service is to be performed and consumed
4. Others
- High fixed cost, Low changeable cost
 - Dedicated and need based
 - Competition

III. MARKETING MIX OF EDUCATIONAL SERVICES

1. Product

In case of educational services, the product means the students and the services means the insubstantial offers made by the educational institutions. Here, services make the product of an institute.

2. Price / Fees

The price is the amount a student pays for the services availed by him or her. It is determined by a number of factors including competition, service quality, placement, reputation of the institution, private or public ownership, infrastructure, facilities provided, location of the institute, mode of education, brand name of the institution etc. Here, price reflects the quality of services provided to the students. Hence, it can be used as marketing tool by the institutions.

3. Place

Place represents the location where an educational institute is established. It is often referred to as the service centre. If the institute is located at a Metro city, it will provide much more competitive edge, than if it is located in rural place. So, place is also a vital promotional tool for them.

4. Promotion

Promotion represents all of the communications that a service provider uses in the marketplace. Promotion has a few distinct elements such as advertising, public relations, word of mouth, point of sale, publicity, direct & web marketing, etc. Educational institute emphasizes mainly on two

International Journal Of Core Engineering & Management (IJCEM)
Volume 2, Issue 10, January 2016

components of promotion viz. advertising and web-based marketing, rather than all. As far as promotion tool is concerned, positive word-of-mouth communication has been found the best tool for them.

5. People

Here, the people mean teaching fraternity and non-teaching community directly and indirectly associated with the services rendered to the students. Satisfaction and retention of the students solely depends on the way the teachers are in a position to deliver their best services to them. Teachers are not treated as 'guru', rather they are known as facilitators / services providers. Growth and existence of an educational institute, particularly the professional educational organization depends on the competency and devotion of the teaching community of the institute.

IV. GAP ANALYSIS OF EDUCATIONAL SERVICE

Gap 1: The Expectations of the students are not met by educational institutions.

Gap 2: Institutions are not having the desired service Designs and standards to meet the requirements of the students.

Gap 3: Educational institutions are not delivering service standards as required to deliver.

Gap 4: They are not matching performance they are supposed to show and promises communicated to the students.

Gap 5: There is lot of differences between expectations of the students and their perceptions, which is known as Customer Gap.

V. FIVE PILLARS OF EDUCATIONAL SERVICES

1. Make It Easy

The centerpiece of any successful program is an interactive website designed specifically for the Targeted audience the company is seeking to reach. The website's sophistication mirrors the organization's training and communications needs and budget. But regardless of those factors, the site

International Journal Of Core Engineering & Management (IJCEM)

Volume 2, Issue 10, January 2016

must have the appearance and usability of polished consumer websites that users are accustomed to visiting. It must cater to the needs of time-starved professionals to find and process information quickly.

2. Make It Relevant

A successful educational marketing solution also must include topics and formats that are Customer - driven, covering not just how to use specific products, but also related topics that help customers achieve their fundamental goals and objectives that are driving them to consider your products and services. Savvy customers expect more to win their trust.

3. Make it Fresh

People tend to lose interest in web sites that don't provide a compelling reason for them to return. Companies need to post fresh educational content on a regular basis just as they do with other types of content, and be bold about retiring content that users rate lower or don't access frequently. Customers should be invited to subscribe to content alerts by e-mail

4. Manage It

Behind the scenes, an effective educational marketing website needs to capture critical customer information, such as what content your customers are viewing, how content preferences differ by type of learner, where and why customers might "bail" from your site. After capturing this type of usage data, you can then strategize new content and site improvements.

5. Measure It

Scorecards and dashboards make it easy for decision makers to see the impact of educational marketing. As noted above, an educational marketing website can provide rich data that can provide keen insights to your customers' and prospects' interests and behaviors. Website analytics and content consumption data enable marketers to see the impact of customer education on product sales and gain macro level information to focus marketing campaigns.

VI. CONCLUSION

International Journal Of Core Engineering & Management (IJCEM)
Volume 2, Issue 10, January 2016

For the professional educational institutes suitable placement for students after completion of the course should be the first and foremost consideration. Later on, placement can be used as a marketing tool for the institution. Whenever loopholes are identified, institute should act very quickly to resolve it. Student Relationship Management (SRM) must be maintained systematically for the long run benefit of the institution. Educational institutes needs to adopt the student centric approaches' to remain unbeaten in the turbulent market. They must ensure quality output from their institutions. Positive 'word-of-mouth' can be ascertained to create awareness among the target segment. Educational services organizations ought to focus on building stronger network with the existing and prospective employers in the country and abroad. Long term relationship must be built with the employees and employers. 'Student Relationship Management' (SRM) i.e. relationship with the alumni, can be very useful tool for promoting the present students and the institution as a whole.

REFERENCES

- [1] All India Management Association, MAT Bulletin, 3rd May, 2009
- [2] Baines, Fill Chris and Page, "Marketing, Oxford University Press, First Indian Edition, New Delhi, 2009
- [3]. Tadajewski Mark, "The foundations of relationship marketing: reciprocity and trade relations, Marketing Theory", vol 9(1), 2009
- [4] Website "www.edujobing.com/world-development-report-2004"
- [5] Website "[www.oppapers.com/login.php?save_page=/essays/Services Marketing -Mix](http://www.oppapers.com/login.php?save_page=/essays/Services%20Marketing-Mix)"
- [6] Website "www.reportbuyer.com/public_sector/education/education_services_market"

International Journal Of Core Engineering & Management (IJCEM)

Volume 2, Issue 10, January 2016

[7] Brodie Roderick, Glynn Mark, Little Victoria, “The services brand and the services-dominant logic: missing fundamental premise or the need for stronger theory?” 2006

[8] Gummesson Evert, Lusch Robert, Vargo Stephen, “Transitioning from service management to service-dominant logic, observations and recommendations”, International Journal of Quality and Service Sciences, vol 2, no1, pp 8-22, 2009

[9]. Díaz María Walesska Schlesinger, “An approach of marketing relationship graduate–University for universities configuration as lifelong learning centres: an application to the University of Valencia, Review on Public and Nonprofit Marketing”, Springer-Verlag , 2010

[10] Susana Bacelar de Vasconcelos Marques, “Creating value through relationships: A critical contribution from social marketing, International Review on Public and Non Profit Marketing” 2009