



ANALYSIS MARKETING STRATEGY IN REFERENCES TO HIGHER EDUCATION

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ABSTRACT

The article reveals the essence of the formation of the university's marketing strategy allows us to adapt to the requirements of the market. Also in the article shows the results of the analysis of motives in choosing profession and the university. Also allow conclusions to strengthen the power of the brand of the university for prospective students. The article reveals the essence of the formation of the university's marketing strategy allows us to adapt to the requirements of the market. Also in the article shows the results of the analysis of motives in choosing profession and the university. Also allow conclusions to strengthen the power of the brand of the university for prospective students.

Keywords: -Education, Market, Strategy, Services, University

I. INTRODUCTION

Marketing approach to the management of educational services is particularly relevant because it allows adapt of the learning process to the needs of the market. According to estimates for the normal functioning of the market for goods and services in Russia requires almost 0.5 million of professionals in the field of marketing. In the field of educational services marketing helps to predicts the changes of the market and adapt students to the needs of buyers (employers). Required aspect of competitiveness becomes universities focusing on the global education standards, improving the quality, relevance and practical relevance of educational products and services. Advanced technologies are being introduced in the process of learning, curricula and standards are directed to the needs of the employed market and to the level of competences. During the development of the strategy of the university are accounted different needs, opportunities and motivation of staff. All this contributes to active implementation of marketing tools in the activity of universities. In the formation of the brand of university the demand for graduates shows the degree of loyalty to this institution. Motivations of students are of great importance, as they choose one or the other institution or particular profession. It is the student's choice of a benchmark relevance of the university and the future profession.



II. MARKETING STRATEGY AND EDUCATION MARKETING STRATEGY

A marketing strategy is a plan for allocating scarce resources in order to maximize returns (in the form of higher sales) and maintain a competitive edge over the long term. Marketing strategy is the process through which a business prioritizes those activities most likely to result in a net positive impact on customer satisfaction, company profitability, and long-term viability.

Treacy and Wiersema argue that having a clearly defined marketing strategy can help you concentrate on the right marketing activities to reach your goals.

A company's marketing strategy is its overarching philosophical blueprint for achieving its stated goals. It lays out the company's marketing strategy in broad strokes. Target market, product selection and development, pricing philosophy, distribution model, and other factors will all be determined by this strategy. Organizational framework.

Tracy and Wireman argue that operational excellence, customer intimacy, and product leadership are three "value-disciplines" that may serve as the basis for strategy in the 1993 Harvard Business Review article that preceded their 1994 book.

Just as just one of these forces may serve as the basis for strategy, only one of these value disciplines can do the same. This is a quick explanation of the three value disciplines proposed by Tracy and Wireman:

Operational Excellence

The creation and distribution of goods and offerings form the basis of every viable strategy. The aim is to be the most affordable and user-friendly option on the market.

Customer Intimacy

The foundation of any successful business strategy is the process of refining one understands of the client and molding products and services accordingly.

Profitability and continued support from existing customers is the end goal.

Product Leadership



The creation of an endless supply of cutting-edge goods and services is central to the strategy. The aim is to get fresh ideas into the marketplace as soon as possible.

There are distinct recommendations from each of the three value domains. Excellent marketing, production, and distribution are all components of Operational Excellence. Intimacy with customers implies a deep relationship with them through time. Market-driven research and development (R&D) and dynamic, adaptable organizations are essential for product leadership.

In his 1994 book, *The Rise and Fall of Strategic Planning*, Henry Mintzberg identifies four main ways in which individuals use the word "strategy":

1. Strategy is a plan, a "how," a means of getting from here to there.
2. Strategy is a pattern in actions over time; for example, a company that regularly markets very expensive products is using a "high end" strategy.
3. Strategy is position; that is, it reflects decisions to offer particular products or services in particular markets.
4. Strategy is a perspective, that is, vision and direction.

According to Mintzberg, strategy develops organically through time when goals bump up against and adapt to new circumstances.

As a result, one may reason from an outlook, arrive at the conclusion that this outlook necessitates a certain stance, and then set about implementing that position and its associated strategy through a series of deliberate decisions and act.

Pricing strategies

The cost of a product or service is its market worth. One of the most crucial aspects of contemporary advertising is pricing strategy. A company's pricing strategy is its official policy on setting prices. A price strategy may be determined when its constituent parts—criteria, pricing segments; line brand guideline plans, and dealer guideline plans, etc.—have been established.

When discussing how a business sets the prices for its goods and services, the term "pricing strategy" is commonly used. Nearly all businesses, regardless of size, set the prices of their goods and services at a level that covers their manufacturing, labor, and advertising costs, plus a margin. Penetration pricing, price skimming, discount pricing, product life cycle pricing, and competitive pricing are only some of the pricing tactics available. Pricing planning is an art form,



much like the rest of marketing. As a marketer, you need to know what goes into developing a successful pricing strategy. The three most important considerations are:

Costs

In most cases, the minimum price required to turn a profit is determined by the cost of manufacturing or providing the service.

Customers

Price, average budget, amount of valuation supplied by the solution provided, and targeted segments (high-end (luxury pricing) or low-end) are all determined by the clients in mind (budget price)

Competition

Market competitive pricing, including replies to specific product pricing from rivals.

Promotional strategy

Information, persuasion, and influence are the goals of every effective promotional approach. It's just as crucial for a charity as it is for a for-profit business. The goal of some forms of advertising is to increase what economists call "primary demand," or the desire for a product category in general. Yet, the goal of most advertising campaigns is to increase selective demand, or the demand for a certain product.

Choosing the right combination of personal selling, advertising, sales promotion, and public relations is a challenging challenge for every marketer, but there are certain broad principles that may be used as a starting point. It is possible to state these rules as a set of four:

- The first principle is deciding whether to invest marketing funds in advertisements or direct sales. After the marketer has made this call, they may decide how heavily to push sales promotion and PR.
- The second principle is the target demographic for the offering. Product value is the focus of the third and final rule.
- When promoting a low-priced product, most businesses simply cannot afford to put as much emphasis on personal selling. Selling high-priced things face-to-face is more common in both the business and consumer sectors.



- The fourth principle is that the marketer should think about the time period. Often, people are primed for a sales pitch by exposure to advertising. Customers may respond positively to a salesclerk who approaches them in-store if the sales pitch is built on a compelling and consistent advertising theme. Assuring customers that they made the right choice and priming them for future purchases are two common post-purchase uses of advertising.

Almost all studies on services marketing stress the need of tailoring your company's management and marketing approach to your specific industry and market. In spite of this, it is possible to draw certain guidelines for educational marketing by considering education's unique qualities as an intangible-dominant, people-based, high-contact consumer service. See below for a breakdown.

1. The consumer's decision between competing offers may be made more challenging by the education service's mostly intangible character.
2. Marketing of education would need to be localized and provide the customer with a more constrained selection in the case of delivery systems where the performance of the service requires the presence of the teacher. Customers are eager to go to another location to use the service, of course, as institutions increase their "pull" in the market.
3. Perishability may make it impossible to store the service product and may increase the risk and unpredictability of marketing education, particularly in the case of varying demand for certain courses, teachers, or specialties.

Strategic marketing planning requires taking into account the following fundamentals:

i. The business one is in

What business the organization is in—whether it is the transmission and propagation of existing knowledge, the creation of new knowledge, or the development of professional skills—is crucial to defining its goal and ultimate objective. Engaged in the process of developing specialized competencies or training individuals for professional work. With these foundational pieces in place, the institution may determine its purpose and direction.

ii. Identifying the customers and finding out the benefits sought by them

An essential part of any successful marketing plan is identifying your target market and learning as much as possible about your clients' wants, needs, and decision-making factors. In the context of a school, this means figuring out what kind of advantages students want to get by attending.



The genuine value sought may be a simple certification, the growth of a specialized skill set, or the amassing of a large body of information. It is crucial for educational institutions to be able to specify the sort of expertise they are capable of providing, as the buyer of the educational service is essentially purchasing the expertise or information he feels the institution has at its disposal. As crucial is learning the factors that students consider while choose which school to enroll in. Among the factors that students in India considered when selecting a management education program were the program's reputation, the number of applicants interested in enrolling in the course, the placement success rate in the past, the expertise of the faculty, the breadth of the specializations offered, the facilities available to students, and the cost.

Customers' needs and expectation factors for Management Education

The following is a list of everything that respondents considered crucial to management education. The target audience for this product is American students. Selection criteria, teaching pedagogy adopted, knowledge imparted, skills, enjoyment, national and international collaboration, developing entrepreneurship, additional help and explanation to doubts of academically weak students, co-curricular activities, placement track record, environment, infrastructure of the institute, quality of teachers, personality development, creativity and innovation, curriculum, job-orient

iii. The way in which the Institute can defend its own competitive position

Every business must plan how to break into a market, establish a foothold, and defend its turf against rivals. Despite the availability of a variety of viable positioning options, the process of positioning an educational institution is made marginally more challenging by the lack of a substantial concrete core to the service provision.

Building service distinction that creates a distinct brand and product image in the minds of consumers is a fundamental strategy for standing out in a crowded marketplace. The Indian Institute of Management in Ahmedabad has established significant hurdles to entry by creating and nurturing a highly specialized academic resource and engaging in good industry contact. These distinctive roles allow these schools to attract a vast pool of prospective students and choose choose those who best meet their needs.

iv. The new service offers that help/strengthen the competitive position

Existing course packages or distribution mechanisms may no longer be satisfactory when consumer population demands and wants change. With a proactive approach to curriculum development, "satisfiers" are created and made available to students before they even realize they have a problem. Insights on shifts in the labor market, employer expectations, and the types of



skillsets in demand can serve as useful guides in determining what kinds of new services to provide in the education sector.

III. METHOD

The study was conducted at Waru Dharma Wanita 8 Junior High School Sidoarjo. This study uses qualitative research with qualitative descriptive methods. As according to Wina Sanjaya, qualitative descriptive research is a research method that aims to describe in full and in-depth about social reality and various phenomena that occur in society that are the subject of research so that it illustrates the characteristics, characteristics, characteristics of the phenomenon. Information obtained from this study is based on sample informants regarding service marketing strategies. The sample is not to represent the population, but to improve the relevance of the theme researched information to be accurate.

IV. RESULTS AND DISCUSSION

From the results of research conducted by the authors that the existence of marketing strategy activities that have not been optimal, and have not been well structured. According to the author, from the existence of marketing strategies that have not been optimal are: Environmental conditions of Dharma Wanita 8 Junior High School Sidoarjo in increasing the number of students in 1982-2019 the establishment of Junior High School 8 Dharma Wanita for the first time received new students. In its development, the increase and decrease in the number of students. There are several things that make Dharma Wanita 8 Sidoarjo Junior High School the community's choice to send their children to this school including: First, Accredited A. Second, Active carrying out marketing activities. Third, having a strategic and quiet school location from the crowd. Fourth, having infrastructure facilities that support and support student activities and school marketing.

A. Marketing Strategy Efforts

Strategic marketing even in public service organizations, which will harmonize them with the market and thus become more competitive [12] Marketing strategies that are carried out by Waru Sidoarjo Dharma Wanita 8 Junior High School namely direct marketing that can be seen from the wider community such as school websites , distributing brochures, arriving at the target market and putting up banners on the streets so that people can directly know and get to know the Dharma Wanita 8 Junior High School.

B. Tools Used in Implementing Marketing Strategies (Marketing Mix)



One marketing strategy that is related to school marketing activities is the mix strategy that is defined by Kotler and Armstrong which states that service businesses have 7 elements of marketing mix (Marketing Mix-7P) among them:

1. Product

The Dharma Wanita 8 Junior High School Sidoarjo in terms of products strives to graduate excellent students, both in the fields of instructor, extracurricular and religious.

2. Price

Dharma Wanita 8 Junior High School Sidoarjo in setting prices for each new school year a meeting is held to discuss work programs and determine policies in determining student payment budgets.

3. Place

Dharma Wanita 8 Waru Junior High School Sidoarjo has a strategic location, for their public service vehicles or minivans that pass through this school, even though the vehicle is busy but the school is not experiencing congestion as well as noise so that students can learn in a conducive.

4. Promotion

The promotion carried out by Dharma Wanita 8 Junior High School Sidoarjo is by determining target markets, then going to target markets, giving brochures, using the internet such as websites, Facebook and also from the mouths of housewives, making scout activities, extracurricular activities, flag team, and Junior Red Cross.

5. Physical evidence

Physical evidence or physical evidence that has been given by this school is in the form of facilities and infrastructure that support the learning process. In terms of the services that have been provided by the Waru Sidoarjo Dharma Wanita 8 Junior High School Sidoarjo, among others, the attitudes of teachers and staff are polite, friendly to the community, and love students and listen to suggestions from students and parents so that the school is more advanced. Then the school acts to always maintain good quality.



6. People

Dharma Wanita 8 Junior High School Sidoarjo in carrying out the education marketing strategy there are parties involved in it namely the headmaster, public relations who also serves as a teacher in the field of marketing strategies, school committees, teachers, staff and students.

7. Process

The process in the context of educational services is a series of activities experienced by students during their education, such as the learning process so that it will produce the expected product / graduate (output). The process is a combination of all activities, namely all the success that this school has all through processes, including marketing strategies. The success of a marketing cannot be separated from the process, the process from the beginning, from the lack of funds, the tools used until finally the strategy in Dharma Wanita 8 Junior High School Sidoarjo can work well.

C. Promotion Strategy

In carrying out promotions, Dharma Wanita 8 Junior High School Sidoarjo pays attention to the following basic steps:

1. Identifying Goals The school analyzes and determines the goals to be achieved from the implementation of the promotion by looking at the targets that exist before the promotion is carried out. Determining goals is done to facilitate the process of implementing promotions. Following are some of the target lists of Waru Sidoarjo Dharma Wanita 8 Junior High School near the school: Schools analyze and determine the objectives to be achieved from the implementation of the promotion by looking at the targets that exist before the promotion is carried out.

2. Planning Promotional planning carried out by Waru Sidoarjo Dharma Wanita 8 Junior High School includes: Making a goal formula to get new students, introducing this school to the public regarding the differentiation or characteristics of the Waru Sidoarjo Dharma Wanita 8 Junior High School compared to other schools.

3. Designing messages in making promotional instruments, of course there is a message to be conveyed to the people who will read or see it, so that after they have read and seen the promotion delivered they will be interested in what is being promoted.

4. Determining the Budget The budget for promotional activities is of course adjusted to the ability of funds owned by parties who will carry out promotions. Usually, the promotional



budget is dynamic, sometimes up or down from year to year. This is because the costs for promotion cannot be equaled to the previous years.

5. Choosing a Communication Channel the promotion carried out by Dharma Wanita 8 Junior High School Sidoarjo uses direct and indirect communication channels. The use of this communication channel is intended to streamline the communication channels between the targets.

V. CONCLUSION

From the results of this study it can be concluded that the promotion strategies carried out by Dharma Wanita 8 Junior High School Sidoarjo are as follows:

1. The marketing strategy carried out by Dharma Wanita 8 Junior High School has followed the steps of a marketing strategy well, starting from identifying targets, determining goals and also with the marketing mix.

2. Marketing strategies at Dharma Wanita 8 Junior High School usually use promotion strategies in their findings using promotions, while the promotions include:

a. Advertising, as for the forms of advertising such as school brochures, putting up banners or billboards, making groups in schools on Facebook social media accounts, WhatsApp and also the website.

b. Personal Sales (Personal selling), by doing personal selling the school will communicate directly with the target audience or target to introduce a product so they will then try and buy it.

The purpose of the university is to study consumers' needs and offer a wide range of educational programs at various levels, the introduction of integrated modular educational programs, which increases the value of marketing in the activities of the university. Introduction of innovative education technologies, electronic and mobile, significantly reduces the costs related to consumers, allowing more widely and quickly enter new markets. It gives possibilities to the implementation of the principles of marketing to a concentrated group of target consumers and global marketing at an exit on transnational markets.



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