CHAPTER - 6

MARKETING STRATEGIES FOR EDUCATIONAL SERVICES OF TECHNICAL INSTITUTES TO PROVIDE CUTTING EDGE IN GLOBAL SCENARIO.
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6.1 INTRODUCTION :-

Present global scenario made direct and indirect impact on the technical education and institutions, specially of Amravati University region. Which created many challenges to the technical institutions. These topics are discussed in chapter -II earlier.

We can again summarize the impact of liberalization and globalization. Direct impact on technical institution is diversion of student from institution as various options are opened. Indirect impact is because of global scenario expectation of quality in every sector is increased and the source of completing the expectation of quality is output i.e. students from technical institution. And the technical institution are lagging in completing the requirements of global scenario. Again some of the challenges of technical education are :-

a] Adoption of new technology.

b] Reorientation and restructuring of education system.

c] Quality competency.

d] Infrastructural and other facilities.

e] Institution - Industry relation.

f] Curriculum development.
g] Positive attitude for expansion.

h] Image building.

Solution for above challenges are the effective marketing strategy adoption around the elements of marketing.

6.2 WHY MARKETING CONCEPT?

Marketing more than any other business functions, deals with customers, building customer relationships based on customer value and satisfaction is at the very heart of modern marketing.

Simplest definition of marketing is “Managing profitable customer relationships”. The important goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction.

6.2.1 DEFINING MARKETING. :-

Now Marketing is not just related to selling and advertising. As we are commonly observing now a days through bombarding of commercials on television, newspaper advertise etc. We can say these are the two functions of marketing with other important ones. Today, Marketing should be understood with activity of identifying wants and needs of the customers and performing various functions for satisfaction of their needs and wants. So the objective is to develop products/services of superior value and quality adequate price, place distribution and effective promotion of them for customer’s utmost satisfaction.
Again now a days market is changed from product oriented to customer oriented. Every producer has to think about the customer satisfaction. If they get success to bring out the satisfaction of its present customer then they can attract the new customers and increase loyalty of present customers.

Marketing of educational services in technical institutions can be defined as "An activity of transferring the knowledge and services to the customers of institutions to derive their full satisfaction by getting an economical and developmental opportunities and making them more capable to face the global competition."

Marketing strategy adaptation is nothing but implementation of change in existing system of technical education so as to cope up with the present and future challenges of liberalization and globalization.
It includes streamlining the education system, to provide quality technical education to develop curriculum to meet the global requirements. To increase training and placement opportunities. Again to develop adequate infrastructure and facilities, more emphasis is to be given on research and development programs. It should also incorporate adequate and affordable fee structure. Promotional strategy and efforts are to be directed in such a way that, they should secure the attention and interest of prospective students towards the institution and also secure satisfaction of other customers. This will ultimately help the institutes to reorganize themselves, to create brand image and face the challenges posed by liberalization and globalization.

6.2.2 NEED OF MARKETING EDUCATIONAL SERVICES OF TECHNICAL INSTITUTION

i) Improving the Quality:

Marketing efforts can go for adopting the proper strategies to utilize all the resources available with one technical institute so that all the resources can be channeled to bring the quality in the services of institutes.

ii) Brand Image Creation:

If marketing of educational services is properly undertaken it can build the brand image of institution. Brand image creation is always related to improvement of institution in every sector like quality, infrastructure, facility, curriculum, placement.
etc. and this will bring the satisfaction of customers linking with technical institution.

Image building is important because in highly competitive world institution should carry weight which can create customer loyalty and able to attract new potential customers, with this it will be ranked up amongst the best.

iii) Personal Development:

Marketing efforts bring out the need of quality and for that it pave the way for appointing the best of personnel or undertaking training and other programs for the development of existing human force.

iv) Scope for innovating new programs:

In present global scenario need of new ways in existing system for survival is must. Today traditional approach of operating education is not sufficient. Every institution has to think about additional package with original service like personality development, communication skill, advance short term courses so that value of basic degree can be increased.

v) Customer satisfaction:

Students, parents and industries are customers for one technical institution. Every customer has having its own need and wants he will always look out for its satisfaction. Adopting effective marketing strategies by institution around elements of marketing can satisfy the needs and wants of its customers.
vi) Expansion Opportunity:

Marketing can bring the goodwill, brand image, customer satisfaction, so as success and profitability. By which institution can think about increasing its capacity. They can go for expansion nationally and internationally.

6.3 CUSTOMERS OF TECHNICAL INSTITUTION:

In this competitive edge market is customer oriented. So if one producer has to get success than he has to identify its customers then their needs and wants and doing activities for their satisfaction.

Selecting Market → Identifying customers & their needs & wants → Developing products & services for customer satisfaction.

Success & development of the institution

Fig. 6.2 Customers & Marketing of technical institution.

Customers for any technical institution can be students, parents and industries. Out of these students are the direct customers while the other two parents and industries are indirect customers.

6.3.1 STUDENTS:

Students are important direct customers for technical institution. Institution has to always concentrate to adopt their
strategies for the satisfaction of students. Whatever services delivered by institution is always directed towards needs and wants of students. It is generally around quality of education, curriculum as per current global needs, additional courses, placement, reasonable price and additional skills.

6.3.2 PARENTS:

Second customer of technical institution is parents. Parents of the student are indirect customers as they are the prime financial source for the students, specially in India. Because of this fact there is expectation of parents from the students. Again the parents are main influencing factor for the students to take a decision while selecting the institution for their wards. So the institution should be acquainted with the needs and wants of parents as customers and should make activities for their satisfaction.

6.3.3 INDUSTRIES:

Another important but indirect customer of institution is industries. As industries are responsible to absorb the output i.e. pass out students of technical institutions. In global and highly competitive environment industries are becoming very choosy for selecting the students as their employees. They need students who are having skills to cope up with the requirements of changed scenario. So the requirements and expectations of industries can be satisfied. This fact cannot be ignored by any technical institution. Institutions always have to give importance and act for satisfaction of industries as one of customers.
Table 6.1 Customers for technical institution, their needs and wants.

<table>
<thead>
<tr>
<th>Customer</th>
<th>Needs and wants for satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct</td>
<td>Students</td>
</tr>
<tr>
<td></td>
<td>Quality education, curriculum as per global need, facilities, extra skills, personality development, placements, opportunities, etc.</td>
</tr>
<tr>
<td>Indirect</td>
<td>Parents</td>
</tr>
<tr>
<td></td>
<td>Immediate employment opportunity to their wards, Discipline, Financial assistance, Management interaction, etc.</td>
</tr>
<tr>
<td></td>
<td>Industries</td>
</tr>
<tr>
<td></td>
<td>Technocrat with quality and versatility, loaded with additional knowledge and skills as per current global needs, improved industry-institute interaction and relationships</td>
</tr>
</tbody>
</table>

6.4 MARKETING OF SERVICES:

For one technical institution marketing is always related to marketing of educational services of it. Services may be defined as an act or performance that one party can offer to another that is essentially intangible and does not result in ownership of any thing.
Its production may or may not be tied to a physical product but it varies it offers from institution to its customers.

Technical institutions are providing various offering to their customers for the students, product i.e. services includes the different offerings like knowledge of subject, as per current need, building the personality by providing extra skills, making capable to secure an employment and also providing employment opportunity. Students loaded by such services can make benefit of society. Secondly, for the parents offering of technical institution should be directed towards, immediate employment opportunity to their wards, by imparting them quality and disciplined education. Also maintaining interaction and participation of parents by institution for policy formation of institutes. And thirdly for industries, institutions has to make such product i.e. student who has ability and capability to give such services to the industries so that they can complete their current requirements of quality. For this reason institution has to first build the students of quality and then they can give their effective services to an industry around global needs.

6.5 MARKETING STRATEGIES:

Here marketing is referred to knowing customers, their needs and wants, and going for doing certain activities to their satisfaction. In such highly competitive market which is outcome of adaptation of new policy of liberalization and globalization. Marketing will pave the way of success for one technical institution with customer satisfaction by effective educational services. Marketing
technique of technical institution can alter the image of institution, it gives output in terms of quality and advance knowledge as per current global need, quality technique and facility, sound discipline, flexibility in curriculum, practical dominance improved industry interaction, placement, etc.

The process of marketing should involve a beginning, middle and end and again new beginning. And this thing can be achieved with good channels of communication and information where technical institutes are lagging. Marketing is an ongoing process, it is not single time activity or when there is emergency it should be continuous one. It must be planned in advance and must take into account as many contingencies as possible.

Marketing program should be linked to a effective marketing strategies and planning to ensure that goal is achieved. The steps involved are given in figure 6.3. Marketing will be divided into market investigation and on the basis of its functioning or taking the action.

6.5.1 MARKETING INVESTIGATION.

Marketing investigation is nothing but a research process. It is important in marketing of educational services. It is defined as the systematic design, collection, analysis and reporting of data and findings relevant to a specific marketing situation facing the organization. Again Cundiff and Still define, “Marketing research is a systematic gathering recording and analyzing the data about marketing problems to facilitate decision-making.”
Fig. 6.3 Marketing Strategies and Planning Process
Marketing research is useful in gathering the useful information about customers, its needs and wants and his satisfaction level. Which is very crucial and complicated decision to take in educational service marketing but marketing research can provide information on which effective marketing strategy can be set for customers satisfaction. Below are the steps which have to be followed in market investigation process.

1] Market Analysis :-

Process involves the study of market size, nature and characteristics of market. It also involves the study of scenario present in institution and surrounding of the institution. For analysing internal environment technical institution has to find out its strengths and weaknesses. It may be around some factors like quality which is given as below.

a] Quality of education imparted.

b] Education and experience of staff.

c] Infrastructure and other facilities.

d] Flexibility of curriculum as per changing needs.

e] Placement opportunities.

f] Image of institution.

gh] Practical based knowledge.

h] Institute - parents interaction.
i) Institute - industry interaction.

After internal analysis institution has to go for external analysis. They have to find how is external market, its characteristics. Is that market competitive? Due to liberalization and globalization who are the expected customers and what are their requirements? After that, analyzing the offered factors by the institution and demanded by the customers and then calculating gap. That is identifying difference between, what is? and what should be?

There are number of ways to collect information for market analysis. One of the useful method is focus group interview and questionnaire. It is important to collect two types of data-demographic and opinion. It is again important to conduct the survey regularly, at least once a year, so that the education system in technical institution can create its identity which can build up the brand image of institution.

II) Setting Innovative Offer. :-

Marketing strategy and planning process in educational services of technical institution can bring for introduction of new programs or modification of existing ones as per new customer needs and wants. Armstrong and Kotler states marketing offer as some combination of products, services, information or experiences offered to a market for satisfying need and want. Marketing offers are not limited to physical products. In addition to tangible products, marketing offers include services, activities or benefits offered for sale that are essentially intangible and do not result in the ownership
of anything, example may be an educational services of institution.

As offering are specially related to customer satisfaction. Institution has to take special care while deciding new offer. It should be based on proper research and information. For that institution should go for SWOT analysis by which institution can know its:

S - Strengths.

W - Weaknesses.

O - Opportunities.

T - Threats.

While evaluating SWOT analysis (which is discussed detailed in chapter-II) institution should first review the current global environment in particular, who are the competitors, what strategies they are adopting, and then identify strategic issues, then after institution should start SWOT analysis.

SWOT analysis should be done throughout the organization, starting from a small section to a big department and ultimately for whole institution SWOT analysis should be participative, every element and personnel of institution has strengths. Institution has to identify its strength and apply them to clutch the opportunities. At the same time institution should find its weaknesses and the external threats which may linked up with effect of liberalization and globalization policy. By such analysis institution can go for developing its mission, objective and task which is around customer satisfaction.
III| Define Market Task :-

SWOT analysis will clear the scenario for one technical institution which is helpful for developing market task and mission. For marketing of educational services mission statements should be very clear which may be around following facts.

1. To provide high quality educational services as per global need through flexible curriculum.

2. To conduct education and facility with due care of changing scenario.

3. To know and satisfy the needs and wants of customers, including direct i.e. students and indirect i.e. parents and industries by giving versatile knowledge to the technocrats.

4. To create and improve the brand image of institution.

5. To go for the expansion of institution.

6. To serve the nation and society.

IV| Identifying Market. :-

For effective marketing, institution should know which is its target market. Who are their customers. If students are consider as an direct customers of one technical institution then they have to decide various tactics to attract the potential students towards technical institution. For technical institution market can be segmented on the basis of geographical area. Technical institution has to target
their marketing strategies to local market then they have to broaden the area in national market and as today there is era of globalization and liberalization institution can go for international marketing. International marketing of educational services may be brought by following way as shown in fig. 6.4.

fig. 6.4. International Marketing.
V. Developing policy around 4P's (Marketing Mix):-

For marketing of educational services in technical institution marketing strategies can be adopted around elements of marketing which is again called as 4 P’s or marketing mix.

According to Kotler and Fox\(^7\), marketing mix is the particular blend of controllable marketing variables that the institution uses to achieve its objectives in the target market. These marketing elements can be broken down into four elements, so why commonly known as 4 P’s. These are

I. Product.
II. Price.
III. Place.
IV. Promotion.

I. The product: -

Product is the pivot, and all the marketing activities revolve around it. Product is defined by Alderson as, “Product should be considered as a bundle of utilities consisting of various product features and accompanying services. Product can be again defined as “bundle of offering.” So why for educational services, marketing product is nothing but different offerings of technical institution around the customer requirement, for their satisfaction.

In product development institution should go for analyzing external environment. Specially in the new era of liberalization
and globalization scenario is changed, large competition and new challenges are emerged to the technical institution. For that they have to develop the new offering because of which they can sustain competition effectively new offering may be around. The quality of educational services as it is the one of the aspects that needs greater concentration in technical education due to liberalization and globalization. Some of the criteria for the educational services in technical institutes are listed below.

1. Effective teaching-learning process through qualified and experienced faculties.

2. Improved infrastructure and other facilities.

3. Setting curriculum as per global needs and keeping flexibility for amendments as per changing needs.

4. Adoption of TQM concept.

5. Efforts to build up the image of institution, which can create leadership position in market.


7. Improved interaction with parents.

8. Institution-Industry interaction.

9. More exposure of students to the industries through industrial visits, inplant training etc.

Fig. 6.5 Product development process for Technical educational Institution

Fig. 6.5 describe product development process for educational services in Technical Institution. As stated earlier it should be done with analyzing need of changed scenario, which may be effect of liberalization and globalization policy. Product here is offerings of institution for customers, so offerings should be based on needs and wants of customers, which should be identified and then new offerings has to be developed. Then it should be implemented in institution. After implementation of new offerings continuous followup is essential. Because in modern era need of customer is ever changing so this process should be periodically revived.
2. **THE PRICE**

Price is value of exchange offered by the customers to the technical institutions for their educational services imparted. Effective pricing policy is important element in marketing it should be depended on the quality of product, cost of services and economical environment of society and customer pricing policy fee structure should contain following points.

I. Affordable fee structure.

II. Installments convenience for paying fees.

III. Scholarships and other economic appreciation to the meritorious students.

IV. Help from institutes to get financial assistance from different financial institutions for the customers.

3. **THE PLACE**

Place is the channels used for delivering the educational services to the customers by the technical institution. In liberalized and globalized era, place is important element of marketing. One technical institution can use this scenario as an opportunities and can adopt the new way to impart the education through various channels. Technical institution can go for introducing their services in different university areas nation wise or even they can go for entering in international market by breaking the barriers. (Explain in point 6.6)
4. PROMOTION :-

Promotion is the activity of communicating message about the product or services. It is creating awareness and spreading information about quality of educational services. Promotion is way of drawing attention of the customers like parents, industries and prospective students towards the educational services of institution. By effective promotion image of the institution will be improved. It will help to create leadership position in the market. In this competitive era promotion is helpful for introducing new offering or informing modification in old offerings of institutes as per global needs for the benefits of customers.

Forms of promotion. :-

Various forms of promotion can be used for the promotion of educational services of technical institutes which are as follows.

a) Personal Selling :-

Personal selling is direct way of communicating the benefits of educational services to the customers. It can be done by the every personal link with the technical institution. This responsibility should be bared by management person to the small employee of organization. Personal has to persuade every customer for making link with institute they may be students, parents or industries. Personal promotion can be again conducted by existing students and ex-students of the institution.
But firstly institution has to give such services to these students so that they can be satisfied and then communicate positive information of educational services to the other customers, basis of which they can make decision to link with institution.

b) Advertising.

Advertising is the means of communicating information to the masses through different media. It may be by giving advertising in newspapers, television slides through cables. While advertising message should be attractive and directed towards the benefits which institutions are offering to their customers. Message should be capable to attract the customers and increase loyalty in existing customers.

c) Publicity

Publicity is a non-personal non paid stimulation of demand of the services by giving commercially significant news or editorial comment in the print media or by obtaining a favourable presentation of it upon radio, television etc. For getting more coverage in above media institution should arrange various activities like:

* Arranging Seminars.
* Arranging paper presentation and other competitions, it may include sports activity etc.
* By calling eminent person for certain occasions like inauguration etc.
Highlighting the achievements of personnel of institution and also students.

Above ways may give more exposure of institution in media which will create image of institution among customers.

d] Sales Promotion. :-

Sales promotion includes all activities other than advertising, personal and publicity which are used for attracting customers and creating image. For this institution can use following sales promotion activity.

* Institution should provide additional courses through way of short term courses according current needs.

* Can go for using dual degree programme.

* Can offer sandwich courses.

* Imparting knowledge, soft skills and personality development activity.

VI. PERFORMANCE STANDARD :-

As marketing of education is continuous process there should be evaluation process for getting the fruits of marketing efforts. For evaluating, performance standards should be set and it may be around following elements.

* Flow of potential students towards institution.

* Reputation of the institution among the customers and society.
* Satisfaction of customers through the educational services of institution.

* Industrial consultancy and attracting interest of industries towards technical institution.

* Increase in campus interviews and placement opportunities.

Evaluation process in comparison of actual output with set standards i.e. objectives or goals arounds above elements. It will give the performance status of institution due to the marketing efforts, if it is lagging then controlling action may be taken. Technical institution should go for evaluation process periodically.

In this changed scenario of liberalization and globalization, marketing of educational services in technical institution is the need of the time. Effective marketing can build the strength in institution it increases the image of institute and also customer satisfaction. Marketing strategy will also open the way of expansion for technical institution.

6.6 EXPANSION OF TECHNICAL INSTITUTION.

One of the objective for any organization should be expansion. Target of expansion will always keep any organization active. Expansion of origination requires, quality of product, brand image of institution, profitability, which will ultimately bring customer satisfaction. So indirectly setting expansion objective is beneficial to the customers. In the same way if one technical institution is keeping
expansion objective then in that case institution has to go for applying principles of marketing for that they have to go for market research identifying needs and wants of customers, adopting marketing strategy, because of it, brand image will be improved and customer satisfaction will be achieved. By which economical strength may increase and by all of these institution can go for increasing their area of delivering educational services.

![Fig. 6.6. Expansion Opportunity for Technical Institution.](image)

6.6.1 CHANNELS FOR EXPANSION OF TECHNICAL INSTITUTION. :-

Channels for expansion of technical institution are present nationally and also internationally. Nationally expansion may be through three different ways.

* Launching campus of institute in other university region.
* By arranging marketing campaign in other university areas to attract potential students.
By launching short term courses other than basic degree course around current global needs for internal and external students.

Internationally expansion opportunity may be exploited through following ways. :-

* Launching institution in foreign country.
* Collaborating institution with foreign institution or university.
* Introducing courses through www facility.
* Attracting N.R.I. students towards technical institution.

Ultimately changing scenario can give opportunities for growth, institution should grasp the opportunities and plan for expansion. By this one thing can be definitely achieved is improved quality of educational services with customer satisfaction and brand name of institution.