It was really a difficult task for me to select a subject on which there is a dearth of information. I wanted a subject which could be useful to society at large and my choice fell upon "Marketing Practices in Education: A Study With Special Reference to Management Institute" as there was no thought given on the subject earlier and the potential benefit underlying the research seemed to be enormous. Moreover, the sloppy management of educational institutions, deteriorated quality of present education system, lack of marketing orientation, misconceptions with the word “Marketing” and the negative perception of marketing of education services, which created an inquisitiveness in me to work in this direction.

Hence I discussed out modalities of the study with my guide Prof Dr. Rajnikant P. Patel and ultimately it culminated in research proposal in November 2004.

The entire study is divided into eight chapters. First chapter includes Marketing orientation of B-Schools, benefits of marketing for education, classification of education services, characteristics of services, how to develop marketing strategy for education institutions, buyers behavior and its impact on educational services, marketing mix and education service i.e. product, price, place, promotion, physical infrastructure, people and process, it also highlights the ethical issues of marketing in education and provides history of management education in India.

Second chapter contains seven parts and discuss the 7 P’s of marketing mix of management institutes. It covers various aspects of each marketing mix viz. Product, Price, Place, Promotion, Physical infrastructure, People and Process. It also gives real life examples and best marketing practices by B-Schools / management institutions in India.

The third chapter starts with the definition of brand, major attributes of brand building and also discusses the tools and techniques for developing B-School brand.

The fourth chapter highlights the literature review in marketing of education and also mentioned the knowledge gap.

The fifth chapter explains the various tools and techniques used in research project.

The sixth chapter analyzed the data with the help of frequency analysis, cross tabulation and chi-square test.
The seventh chapter explains the major findings and conclusion.

The chapter eight gives suggestions and scope for further study respectively.

Place: Vallabh Vidyanagar
Date: 25/02/2008

Sign