CHAPTER VII
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If the b-schools fail to understand this, very soon they will lose their reason to exist, will become financially unviable and will have to shut down. Already, they have optimized their operational expenditures beyond limits (getting visiting faculty, optimized infrastructure usage, class schedules, etc). If they don't take corrective steps right now, then they will surely be heading for a sad end. So with the help of this study we would like to suggest that b-schools must focus on factors like physical facilities, placement assistance, research based teaching, etc. which are seriously affecting the preference of students while selecting a b school/college/institution.

It is suggested that management institutes need to analyze and understand how they perform on the advertising practices. It is advisable to improve on the type of medium used for the advertisement to reach to the aspirant student.

College students are a part of what advertisers call the Age of Acquisition, or the portion of the population between the ages of 18 and 34. By far, this is the most coveted target market for advertisers. It's no coincidence that such a large percentage of mainstream television programs, movies, music, and magazine is created for consumers who belong to this demographic. Media is created for young people because the corresponding advertisements can be sold at a premium, since advertisers are willing to pay more to advertise to a young audience.
Moreover, college students are appealing to advertisers because they tend to come from relatively wealthy portions of society. While there are plenty of exceptions to this rule, poorer people go to college less frequently than middle or upper class people. Advertisers would just as soon target their marketing towards the people with money, and as a group, college students fit the bill.

**Suggestions and Implementation regarding the individual media factor**

**Print Media:**

Print media plays the major role while choosing the media for the advertisement by the Management Institute. As observed all of the Institute in Madhya Pradesh does use the News papers for the advertisement. They should use the Hindi as well as English papers for the both as the ad given in the both the language papers have the better response when it come to seats filled.

National papers do plays an important role in the ad campaign. They should be used for the advertisement with the proper ad size as observed the colleges given the full page ad or half page ad in the national news paper were able to fill the complete seats in both the years.

News Paper coverage do plays the important role as the better the coverage is the better the ad results, as it will be seen by the majority of the readers. Even the colleges which have diving ad in the news papers have huge coverage have been able to get more students than the other colleges.

**Audio Media:**

As the data and new trends suggest audio media plays an important role in the ad campaign. Management institutes using the audio media specially FM has the better results in the second year.
In 2011 some of the management institutes used the audio media and were able to get the better results. In 2012 the majority do the same and able to fill the more seats as compare to the last year. In year 2012 there is huge change in the audio ad media preference by the management institutes. Its 67% of the management institutes were using the FM channel for the advertising practices.

**Video Media:**

Business school education is a considerable investment of time and money and every prospective student is looking to learn how the school can help them in pursuing a career path of their choice and the clear tangible benefits of the school experience. These need to be made clearly visible upfront and is best showcased through a mix of visual and textual content. They can use the local cable media ad for the same.

**Internet Media**

It is the most important factor as the current aspiring management students in Madhya Pradesh will look to the internet before finalizing the Institute. The students were now more actively searching the web and comparing the various institutes for the admissions.

Direct mail marketing can be a very cost-effective method to achieving stellar brand awareness results for your products and services for pennies-per-impression. Studies indicate that college students are much more likely to try a product when they’ve been exposed to a marketing offer through direct mail when facing brand decisions.
Outdoor Advertising:

While most communication and interaction is increasingly moving online, print material in the form of brochures, newsletters etc are still important. It’s a proven fact the synergistic integration of multiple channels of communication gets the best results. Thus, the B-school must make sure that students can easily access these materials, subscribe to them or contact the right people to receive this information.