PREFACE

Increasing complexity and interdependence require new approaches. Academic institutions help shape the attitudes and behavior of business leaders through business education, research, management development programs, training, and other pervasive, but less tangible, activities, such as the spread and advocacy of new values and ideas. Through these means, academic institutions have the potential to generate a wave of positive change, thereby helping to ensure a world where both enterprises and societies can flourish.

The times Indian Management Education changes as per the time and requirement. The form of the more technical, economic, sociological and governmental forces are altering education system and impact is being shown on the infrastructure and the facilities provided for or given by the institution or management school.

An effective management in the management intuition will not only achieve the short term goal but also helps the institution to achieve the long term objective of the institution. In this competitive scenario, no Institution can survive without advertising and promotion. In present scenario, most of the markets are saturated and instate aim at maximum share of voice for survival. The market is flooded with the number of management institute with single professional course. Students have a lot of choice to confuse them about selecting the criteria. As a result of which, advertising and promotion will help Management Institutes to registrar their brand in the students mind. Advertising is seeking greater communication effectiveness with the different type of medium emerge in the current market.

The present study is an attempt to investigate the influence of advertising strategies activity done by the different Management Institute. Finding of the
study are expected to provide the factors which provide the solution to achieve the better brand image for the management institute.

Graduate college students spend money as per the market and brand for larger purchases. Their choices and influences now will affect their spending choices for years to come. Directly targets this group with strategic marketing techniques for admissions is required by the management institutes.

Management institutes with several choices to fulfill their campus advertising goals. Target Students can be found in graduation colleges throughout the Madhya Pradesh. This means serious viewing especially in large campuses with daily papers. With a very specific, young demographic, college advertising tools can achieve marketing goals that many other strategies cannot. Majorly the advertising medium plays the vital role in the institute advertising. Management institutes have the options to choose any or all of the media types.

The most effective college advertising strategy doesn’t have to be the flashiest or most expensive. Instead, coordination, strategic partnerships, and a clear message are essential.

The present study is explorative in nature undertaken on the Management Institutes of Madhya Pradesh using the various advertising practices in the year 2011 and 2012. The report of the study is divided into seven chapters besides Appendix for precision and clarity.

Date:
Place:

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