CHAPTER I

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INTRODUCTION

1.1 PREAMBLE

Education comprehends all that series of instructions and discipline that are intended to enlighten the understanding, correct the temper and form the manners and habits of youth to fit them for usefulness in their future stations.

*The only thing that interferes with my learning is my education.*
Albert Einstein

*To penetrate and dissipate these clouds of darkness, the general mind must be strengthened by education.*
Thomas Jefferson

*Purity of personal life is the one indispensable condition for building up a sound education.*
Mohandas K. Gandhi

*The function of education is to teach one to think intensively and to think critically. Intelligence plus character - that is the goal of true education.*
Martin Luther King, Jr

*Genius without education is like silver in the mine.*
Benjamin Franklin

In India, there is a rich tradition of education dating back to the early age of human civilization. Where the “Gurukuls” (i.e. ancient schools), “Guru devoya nama” (i.e. Teacher is being given the position of god”) “Guru Shishya prampra” (i.e teacher and student relation) developed thousand years ago. Ved puran is being written in the ancient time still have been considered as the part of research by the international research institutions.
Similarly the change in education is being adopted at the time of different rulers and followed from generation to generation till date in the Indian culture. After Independence the huge change is being made in the Indian Education system

1.2 MANAGEMENT EDUCATION

Increasing complexity and interdependence require new approaches. Colleges need integrative management tools that help embed environmental, social, and governance concerns into their strategic thinking and daily operations. They need support as they internalize and integrate these issues into the core of businesses, engage in dialogue with stakeholders, and report their conduct. They require talented and ethical leaders who can not only advance organizational goals and fulfill legal and fiduciary obligations to shareholders, but who are also prepared to deal with the broader impact and potential of business as a positive global force in society.

Any meaningful and lasting change in the conduct of corporations toward societal responsibility and sustainability must involve the institutions that most directly act as drivers of business behavior, especially academia. 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 Management programmes help aspiring managers to become effective decision makers in their fields through upgradation of knowledge and managerial skills. The programme broadens the overall perspective of the students so that they can become catalysts for change. It develops conceptual, interpersonal and management awareness for implementation of new structures and strategies. It also improves managerial effectiveness and prepares managers for more senior positions.

Management education trains candidates to resolve conflicting business issues, asked to take management decisions and see the business effects of such decisions, soon thereafter.

Candidates learn to win and in seeking to win they imbibe new forms of competitive behavior that are ideal for today's highly chaotic business conditions. The competition urges students to learn willingly and enhance the pace of learning. The excitement of managing a company from top downwards ensures that the learning elements are retained with candidates longer.
Management education is specifically designed to develop the business decision-making skills of managers. Conflicting situations induce the students to take decisions under predetermined criteria. These situations closely resemble business events and are indistinguishable from real life events. For the candidates, the objective of learning is to understand complex business situations and solve problems. They learn to take operative and strategic decisions. Competition enhances their abilities not merely to survive, but also to emerge as leader, for their organizations. A major learning gain is that they learn to cooperate with each other and work in teams. Besides integrating subjects the use of simulation demonstrates the complexity of business in terms of the dynamic interactions between functions, products and markets. The pedagogy of Management education provides an opportunity to test understanding and organize knowledge in a competing environment.

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. It's being shown on the infrastructure and the facilities provided for or given by the institution or management school.

1.2.1 GLOBAL SCENARIO

Globalization means living in a world of opportunities and challenges. Internationally, there has been globalization of economic and business activities. Services and intellectual property rights have grown significantly. World output and capital flows have grown faster than the world trade. Some of the major features of the globalization phenomenon have been the development of global finance and financial markets. The spread of knowledge facilitated by improved communication, the widespread
availability and use of technology, the active expansion of multinational companies, the decoupling and decentralization of economic activities within and between companies, the blurring of nationality of multinationals, the development of oligopolies, reductions in barriers to trade and investment, the increased importance and power of supra national organizations and emergence of regions and regional identities have transcended the borders. In the present challenging environment the role of human capital is sharply increasing. Economics endowed with well-developed production capacities and international marketing networks, with access to new and advanced technologies and to reliable financial resources, and possessing skilled and educated cadres, can get on board to reap significant gains.

Fig: 1.2 Management Education Globalization

Globalization is an outcome of political, economic and technological changes that have provided impressive benefits for all of us. Higher education is a sensitive system which has an input and an output, and its effectiveness is expressed by costs, infrastructure and human resources. Emerging economics are opening up many opportunities for companies and universities to the international markets. Competition for capital flows; the rising tradability of
visible and invisible assets and the unprecedented increases of human capital mobility are current facts. There is transition in higher educational institutions from conventional education to new learning, and have a wider contribution to the economy and society through different types of partnerships with business environment and public national and local authorities. The modern university education system has challenges of changing patterns of skills demands in labor market. It has introduced new way of delivering education and training programs, intensive information and communication technologies and change in the patterns of knowledge production and dissemination. Most countries of the world are engaged in promoting a knowledge-based societal evolution.

When innovation and learning become endogenous factors of economic growth, the intellectual intensive products and processes continuously increase their role, as far as the industrialized economies are concerned. According to Friedrich Von Hayek, the basic issue of economic science is not that of studying the way in which it is possible to optimize the use of scarce resources in order to satisfy growing and contradictory needs, but analyzing the efficient use of information and knowledge that exist in considerable quantities within the society. In a continuous and dynamic state of change, each economic actor has a part of the available knowledge and information of the global economy for the solutions to challenges in the turbulent environment specific, global economy.

It is impossible to examine management education without knowing about the environment in which it is embedded. It is a big world, though any attempts to select and defend the most important trends are pre-destined for criticism. Surely, we will exclude trends that others view as crucial. Or we will do injustice by only scratching the surface of complicated trends or knotty
issues. Some may question our approach to organizing these trends, which cover a broad range of subjects that are inextricably linked.

It is convenient that leading organizations and authors share common views about how the world — of business, in particular — is evolving in the five areas we will address: economic integration; demographics; information and communication technology; global sourcing of services; and social responsibility, governance, and sustainability. In each of these areas, we bring together relevant information and data to focus attention on their potential impact on management education, which can be viewed along four dimensions: strategy, curricula content and perspectives; demand for and access to business education; and policy, regulation, and accreditation.

INTEGRATION OF ECONOMIES

About globalization, Mahatma Gandhi once said:

"I do not want my house to be walled in on all sides and my windows to be closed. Instead, I want the cultures of all lands to be blown about my house as freely as possible. But I refuse to be blown off my feet by any."

The winds have strengthened. Economies of the world have become increasingly integrated. Barriers to the flow of goods, services, capital, and labor have never been fewer. The ties that bind our economies together have never been mightier.

This trend captures, in one broad sweep, a number of subtler dynamics that will be described more carefully later. For example, advances in information and communication technology, in part enabled by trade integration, will continue to fracture industries and business processes. And
economic integration, which is often blamed for driving wealth divergence within and across countries and contributing to environmental degradation, has led to new ways of thinking about responsibility and sustainability. In this section, we are particularly concerned with economic integration, which deserves special attention at the outset because of its broad impact on business and business education.

To illustrate the rising importance of integration, we need only point out that the share of exports relative to global output more than doubled from 1970 to 2004 and currently runs greater than 25 percent. The export share was less than 20 percent in the 1980s and was below 15 percent as late as 1970 (World Bank, 2007, p. 30). A driving force behind this integration has been the expansion of market capitalism. Citing World Bank figures, author Thomas Friedman (1999) points out that by 1997, the percentage of countries with free market regimes had risen to 28 percent from only 8 percent in 1975. Although we don’t have comparable current figures, using the Heritage Foundation Index of Economic Freedom data, the percentage of countries rated as at least moderately free rose from 44 percent of the 150 countries graded in 1997 to 50 percent of the 157 countries graded in 2007 (Heritage Foundation, 2007).

1.2.2 INDIAN SCENARIO

Management education is in great demand especially after the change towards liberalization, privatization and globalization. There are several challenges of management education which require change in the character and structure of management education, integration of management education with corporate sector, upgradation of curriculum and course content, designing of different programs for executives, maintenance of an efficient
and effective regulatory system of check mushrooming, and emphasis on research. India being the part of global linkage in the aftermath of WTO agreement is becoming a technology driven society. Nearly three lac management graduates pass out every year in India, providing a tremendous potential to contribute to the creation of a 'knowledge society'.

Fig No. 1.3 Indian Education System

With its plurality and paradoxes, India never ceases to fascinate. And education in India is only one among various other elements that have captured the attention of the world. While the United Nations is worried about the presence of a large number of illiterates, various other countries are amazed by the quality of some of the human resources that the Indian education system has produced. The growth of the Indian economy in the recent past and the compulsion to sustain it is also forcing the Indian government to accelerate the process of developing all the branches of the Indian education system. Therefore, it would be very interesting to understand and analyze the various structures of education in India, its present condition and future developments.
Chronological Background of the Vedas, Puranas, Ayurveda, Yoga, Kautilya's Arthasastra are only some of the milestones that the traditional Indian knowledge system boasts of. There are evidences of imparting formal education in ancient India under the Gurukul system. Under the Gurukul system, young boys who were passing through the Brahmacharya stage of life had to stay at the Guru or the teacher's home and complete their education. Although the ancient system of education has produced many geniuses and still a major area of research, it was hardly egalitarian. The spread of Jainism, Buddhism, Bhakti and Sufi movements did have some liberating effects on the condition of the women, sudras and atisudras. But it is the English language and the reformation movements of the 19th century that had the most liberating effect in pre-independent India. Thus, the Britishers although rightly criticized for devastating the Indian economy, can also be credited for bringing a revolution in the Indian education system.

1.2.2.1 INDIA EDUCATION: CURRENT SCENARIO

Soon after gaining independence in 1947, making education available to all had become a priority for the government. As discrimination on the basis of caste and gender has been a major impediment in the healthy development of the Indian society, they have been made unlawful by the Indian constitution. The 86th constitutional amendment has also made elementary education a fundamental right for the children between the age group 6 to 14. According to the 2001 census, the total literacy rate in India is 65.38%. The female literacy rate is only 54.16%. The gap between rural and urban literacy rate is also very significant in India. This is evident from the fact that only 59.4% of rural populations are literate as against 80%. In order to develop the higher education system, the government had established the University
Grants Commission in 1953. The primary role of UGC has been to regulate the standard and spread of higher education in India. There has been a marked increase of educational institute in India. The higher education system in India comprises of more than 17000 colleges, 20 central universities, 217 State Universities, 106 Deemed to Universities and 13 institutes of National importance. This number will soon inflate as the setting up of 30 more central universities, 8 new IITs, 7 IIMs and 5 new Indian Institutes of Science are now proposed.

The present education system in India mainly comprises of primary education, secondary education, senior secondary education and higher education. Elementary education consists of eight years of education. Each of secondary and senior secondary education consists of two years of education. Higher education in India starts after passing the higher secondary education or the 12th standard. Depending on the stream, doing graduation in India can take three to five years. Post graduate courses are generally of two to three years duration. After completing post graduation, scope for doing research in various educational institutes also remains open.

<table>
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<th>Growth of Management Institutions/Seats (Affiliated to AICTE)</th>
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Source: Approval Process Handbook (2012-13) AICTE

Table.1 Growth of Management Institutions and Seats
India has almost 4000 Management Institutions accredited by All India Council for Technical education (AICTE) and produces management graduates seven times than that of United Kingdom. But we could not produce the best business leaders and managers across the world from our Management Institutions. We often glorify frequently about our quantity of management education but not about the quality progress in the expansion of higher education. If we look at the increase of higher management education has a vital role to play in today's business environment, where everything changes so fast that it makes it difficult for organizations to survive the growing competition. This has led to the need for Management Institutions in developing nations to impart relevant education to students, which reflects the changes in society. Also, schools need to be in close contact with industry.

1.3 ISSUES AND IMPORTANT PROBLEM FACED BY MANAGEMENT INSTITUTES

Due to the mushrooming of management institutions there is less number of students who prefer the MBA degree. The challenges before management education, or rather managing management education vis-a-vis the demands posed by the industry and other socio-economic and cultural factors, need to be properly analyzed and understood from an altogether fresh approach, opine experts. Management education is passing through a critical phase. There is a crisis of identity, character and quality.

Less than 4 lakh students sat for national-level Management Institute entrance tests (MAT, CAT, XAT, CMAT etc) in 2012-13, compared with a 2008-09 peak of 5 lakh plus, according to AIMA. It also said some estimates
suggest that 400-odd startup Management Institutes have shut shop during the past year or so (2010-2011).

All types of Management institutions face serious problems of faculty shortage and in maintaining the quality of education. The growing importance of branding for the colleges and universities, and it is expected to become even more important and vital for their growth and/or survival. Most of the management institute did want to achieve the proper brand name but for that they are facing major problems. The major Issues faced by Management Institutes are:

- Ensure Quality Faculty.
- Promote Research Culture.
- Faculty Development Programms.
- Develop reading materials relevant to Indian Context.
- Develop interaction with Industry.
- Evolve a proper system of Accreditation & Rating.
- Create an independent Institutional mechanism.
- Corporate Governance of Management Institutes.
- Need to broaden the specialization.
- Create a global mindset.
- Internationalize Management education.
- Getting the required Enrollment
- Branding and Advertising

1. **Ensure Quality Faculty:-**

   Owing to the sanction of large number of Management Institutes through AICTE resulted into shortages of qualified faculty. At present number
of faculty members are without Ph.D. & research background. In fact, at the University level UGC expects either Ph.D. or NET/SET as an essential qualification in the selection process at college or University level. But due to shortages of faculty in management only a master's degree is enough to become a faculty member in the Management Institutes. In selection process industry experience has given a special weight age but due to shortages of faculty, the industry experience is also not being judged properly in number of cases. Moreover AICTE has no machinery to develop & train the faculty to teach management Courses with an applied basis. It is also observed that some of the institutions either engage partime faculty or appoint them on contractual basis where they have a little involvement either with the institution or with the students.

Newly joined faculty members adopt only lecture methods & impart theoretical or conceptual knowledge to the students rather than brainstorming or its application. They do the research only under experienced faculty. They cannot develop the teaching material and deliver only the lectures mainly drawn from the textbooks.

2. Promote Research Culture:-

The management Institutions do not have culture that is supportive of research. Imbibing a research culture requires a good library support system. Scholars should be invited to undertake research in certain areas of national interest. Regarding the research grant procedure there is a need to support more to individual project proposals. Encourage to those institutes who have adequate support system to start Ph.D. programme.
Being a recent development of management discipline there is a shortage of Ph.D. guides & hence those who would like to peruse for research degree they are forced to register for their Ph.D. degree under the faculty of commerce. Many a times these Research guides in this field are unable to guide the candidates in the area of management.

3. Faculty Development Programmes:-

In order to create good teachers for Management Institutes, the faculty development programmes must be implemented on a large scale. Presently the teachers in the Management Institutes are prepared on a trial & error basis at the cost of present generation of students who are the real sufferers. Recently, AICTE had informed to management institutes to depute their faculty members to undergo Faculty Development Programmes at the selected few centers but it is too inadequate. That will require another 5-10 years period to get the trained manpower with this system. Again the FDP programs which are implemented at the institutional level are also not adequate & rich in their quality. As a part of formality and conditions of the AICTE this activity is being implemented. In fact this scheme must be implemented at the regional levels throughout the country with the help of top ranking Management Institutes.

4. Develop reading materials relevant to Indian Context:-

It is observed that the ideas & concepts which are effective in the countries of their origin have been less effective in Indian context. So also the management practices adopted in Industrialized countries are in perfect harmony with their culture & tradition, where as India has yet to do this exercise through systematic research & study. The materials available are not
yet-specific or relevant to Indian context. There are very few Management Institutes in India that have started concentrating on research as well as preparing reading materials relevant to Indian context namely ICFAI Hyderabad, MDI Gurgaon, XLRI Jamshedpur & Wellingkar Mumbai.

5. Develop interaction with Industry:-

Except in case of top ranking Management Institutes, there are no mechanisms to forge close relationship between Management Institutes & industry groups. The main strength of top class Management Institutes like Kellog, Wharton, Sloan and Howard is their strong relationship with industry through teaching, research, student placements, problem solving & case study preparation. This issue in India is to make this happen in case of the low ranked Management Institutes in the country. There should be institutional mechanism for developing liaison with industry in each Management Institutes.

6. Need to evolve a proper system of Accreditation & Rating:-

In Indian management education it is one of the emerging issues is to identify the process to be adopted for implementation of an accreditation system. The accreditation has to be fair, transparent, independent as well as ruthless. The rapid growth in number of management institutes require a specialized body rather than the all encompassing AICTE to carry out accreditation. In fact a council, exclusively for management education is required & the process of accreditation and recognition need to be made separate. Recently the (NKC) National Knowledge Commission has recommended rating as an additional measure to inform the students, the parents & the public of the Quality of Management Education Entity(MEE)
because of mushrooming growth of schools in India. Many of which do not meet even the minimum requirements for the acceptable Quality. By requiring disclosure of information on rating a great service will be performed to all stake holders including students & recruiters. Hence, the group has recommended that all MIEE must have mandatory rating.

7. Corporate Governance of Management Institutes:-

As indicated by S.L. Rao, a major weakness is the lack of a Corporate Governance system in Management Institutes. This issue needs careful Consideration. There is a need to have independent Directors as well as to implement independent Audit Committee for managing the Management Institutes. The Management Institutes should become process driven. Corporate governance has to be made an element of accreditations. Faculty development as well as faculty involvement in the administration needs to be a part of the corporate governance agenda. Issues like Qualifications of faculty members, Size of libraries, & other academic as well as infrastructural facilities must also become a part of governance.

8. Need to broaden the specialization:-

There are some businesses which are Context specific to India, e.g. agricultural services, infrastructure management, Contract research, hospital management & NGO are rapidly growing areas in business. These businesses need customized management education. Curricula customization, specific material development & faculty specialization are some of the neglected factors that led to poor Quality of management education in India. No doubt some of the Management Institutes have introduced MBA program, focused
on telecom, financial services & infrastructure management but still it requires more efforts on customization in order to broaden the Specialization.

9. **Create a global mindset:-**

   This is a era of globalization. Industry needs executives with world-class talent. The issue is how to inculcate a global mindset through the managers who act locally. The survey Conducted by Andrews & Tyson brought out some issues like:-

   1. In the changing economic scenario at global level the important issue is to create executives with management & leadership capabilities on a world wide scale. The study shows that there has been a shift in Companies while recruiting from knowledge to skills attributes.

   2. Internationalization of business makes it necessary to have different knowledge sets. The notion is that Management Institutions graduates must have cross cultural knowledge & expertise which has steadily gained support & become an important goal & marker of achievement of many professional schools.

10. **Internationalize Management Education:-**

   As the business is getting global, day by day there is an increasing need for the institutions (Management Institutes) to produce global Managers. Therefore, it has become necessary that the Indian Management education should also become more global. The response to globalization of business is the globalization of Management education.
Hence,

1. The Management Institutions must admit international students to the programme. The Indian management institutes are the only ones with no international participation.

2. The Management Institutes should induct a few international faculties & provide an opportunity to the students to listen about other country’s business culture & systems.

3. The Management Institutes should provide an active programme of students & faculty exchange with advanced countries.

4. To ensure that at least 25% of the curriculum deals with international subjects like international economics, International Marketing, International Financial Management or international Business Management etc.

5. Indian Management Institutes should collaborate with some well known foreign Management Institutes by which Indian students can do part of their education in those institutes.

6. Lastly the Management Institutes also collaborate with some foreign placement Consultancies to make sure at least some students can obtain jobs abroad.

II. Getting the required Enrollment:-

As the number of management institutes increases most of them don’t have the student numbers to fill the required seats. Aperients student can be found in graduation colleges throughout the country but the reach of the colleges were not up to the mark.
Colleges and universities need to develop a planning model that not only works for them but is inclusive and viable enough to become breathing, life sustaining, evolving process. This planning process begins with ownership and responsibility grounded in the academic mission of the college or university.

Most post secondary institutions are to some degree underfunded. This is a long term trend that is not likely to reverse itself. Institutions that recognize this fact can plan accordingly. Unfortunately, the vast majority of campuses keep hoping that the next budget cycle will show marked improvement. Their renewed disappointment is seen with the coming of each new cycle. When funds are limited, decisions become more difficult and priorities become more important. The tough decisions are most prevalent when one is forced to choose between several desirable outcomes due to limited resources.

12. Branding:-

Present Management institutes have several choices to fulfill their campus advertising goals. Management Institutes now have to take the drastic efforts to make the students aware about the services and their importance with the business world. To overcome the problem the institutes need to advertise their service and to establish the brand name in the market.

Education branding (especially universities and professional schools) is still largely at the simple stage of differentiating on the basis of self-defined sets of features and attributes. In some cases there is the happy historical accident of prestigious history that differentiates individual university “brands” on the basis of reputation familiar to most of society. Other schools
must strive to establish their own basis for value. Most do this today by emphasizing quality of functional attributes that resemble those of many other schools: strong faculty, prestigious alumni, broad course range, numerous campus and housing amenities etc.

Assuming that brand tactics are aligned with the brand strategy and that brand strategy is aligned with the institution's mission and values, there are five universal tactics that should be employed.

1. Seek to understand constituent needs. Surveys, focus groups, observations, a review of historical data, and the like are used to collect information for pattern matching of constituent behaviors and understandings that reflect their needs of the institution.

2. Identify market segments that are highly valued by the institution. Define the characteristics of each segment, including motivators and barriers to supporting the institution's objectives.

3. Determine which brand attributes will remove or lessen identified barriers and exploit motivators. To illustrate, consider the market segment of out-of-state prospective students. Potential barriers may be distance from home or the perception that the school is a "suitcase campus." Motivators might include the reputation of a high profile academic program, tuition reciprocity, or the desire to experience new places.

4. Use relevant brand attributes to effectively position the institution against would-be competitors. What are your institutional strengths and competitor weaknesses associated with the needs of a particular market segment? How can you capture this niche and defend it against all who seek to encroach upon your market space?
5. Differentiate the institution from competitors through relevant communications. While remaining true to the corporate brand message, spin the marketing message in a way that differentiates your institution from competitors and is relevant to the targeted segment. Describe how their unique needs will be met by your institution (often referred to as a value proposition). Convey to them how their value proposition is different from direct competitors.

1.4 ADVERTISING

The word advertising comes from the Latin word "advertere meaning" to turn the minds of towards". Some of the definitions given by various authors are:

According to William J. Stanton, "Advertising consists of all the activities involved in presenting to an audience a non-personal, sponsor-identified, paid-for message about a product or organization."

According to American Marketing Association "advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor".

Advertising is used for communicating business information to the present and prospective customers. It usually provides information about the advertising firm, its product qualities, place of availability of its products, etc. Advertisement is indispensable for both the sellers and the buyers. However, it is more important for the sellers. In the modern age of large scale production, producers cannot think of pushing sale of their products without advertising them. Advertisement supplements personal selling to a great extent.
Advertising has acquired great importance in the modern world where tough competition in the market and fast changes in technology, we find fashion and taste in the customers.

**DEFINITIONS OF ADVERTISING**

1. American Marketing Association has defined advertising as “any paid form of non-personal presentation of ideas, goods and services by an indentified sponsor”.

2. According to Webster, “Advertising is to give public notice or to announce publicity”.

3. According to Gardner, “Advertising is the means of mass selling that has grown up parallel with and has been made necessary to mass production”.

**FEATURES OF ADVERTISING**

1. **Communication**: Advertising is means of mass communication reaching the masses. It is a non-personal communication because it is addressed to masses.

2. **Information**: Advertising informs the buyers about the benefits they would get when they purchase a particular product. However, the information given should be complete and true.

3. **Persuasion**: The advertiser expects to create a favorable attitude which will lead to favorable actions. Any advertising process attempts at converting the prospects into customers. It is thus an indirect salesmanship and essentially a persuasion technique.
4. **Profit Maximization:** True advertising does not attempt at maximizing profits by increasing the cost but by promoting the sales. By this it will not lead to price increase. Thus, it has a higher sales approach rather than the higher-cost approach.

5. **Non-Personal Presentation:** Salesmanship is personal selling whereas advertising is non-personal in character. Advertising is not meant for anyone individual but for all. There is absence of personal appeal in advertising.

6. **Identified Sponsor:** A sponsor may be an individual or a firm who pays for the advertisement. The name of reputed company may increase sale or products. The product gets good market because of its identity with the reputed corporate body.

7. **Consumer Choice:** Advertising facilitates consumer choice. It enables consumers to purchase goods as per their budget requirement and choice. Right choice makes consumer happy and satisfied.

8. **Art, Science and Profession:** Advertising is an art because it represents a field of creativity. Advertising is a science because it has a body of organised knowledge. Advertising is profession is now treated as a profession with its professional bodies and code of conduct for members.

9. **Element of Marking Mix:** Advertising is an important element of promotion mix. Advertising has proved to be of great utility to sell goods and services. Large manufactures spend crores of rupees on advertising.

10. **Element of Creativity:** A good advertising campaign involves lot of creativity and imagination. When the message of the advertiser matches the
expectations of consumers, such creativity makes way for successful campaign.

1.4.1 OBJECTIVES OF ADVERTISING

The fundamental purpose of advertising is to sell something – a product, a service or an idea. In addition to this general objective, advertising is also used by the modern business enterprises for certain specific objectives which are listed below:

1. To introduce a new product by creating interest for it among the prospective customers.

2. To support personal selling programme. Advertising maybe used to open customers' doors for salesman.

3. To reach people inaccessible to salesman.

4. To enter a new market or attract a new group of customers.

5. To light competition in the market and to increase the sales as seen in the fierce competition between Coke and Pepsi.

6. To enhance the goodwill of the enterprise by promising better quality products and services.

7. To improve dealer relations. Advertising supports the dealers in selling the product. Dealers are attracted towards a product which is advertised effectively.

8. To warn the public against imitation of an enterprise's products.
1.4.2 IMPORTANCE OF ADVERTISING

Advertising has become an essential marketing activity in the modern era of large scale production and serve competition in the market. It performs the following functions:

1. **Promotion of Sales:** It promotes the sale of goods and services by informing and persuading the people to buy them. A good advertising campaign helps in winning new customers both in the national as well as in the international markets.

2. **Introduction of New Product:** It helps the introduction of new products in the market. A business enterprise can introduce itself and its product to the public through advertising. A new enterprise can't make an impact on the prospective customers without the help of advertising. Advertising enables quick publicity in the market.

3. **Creation of Good Public Image:** It builds up the reputation of the advertiser. Advertising enables a business firm to communicate its achievements in an effort to satisfy the customers' needs. This increases the goodwill and reputation of the firm which is necessary to fight against competition in the market.

4. **Mass Production:** Advertising facilitates large-scale production. Advertising encourages production of goods in large-scale because the business firm knows that it will be able to sell on large-scale with the help of advertising. Mass production reduces the cost of production per unit by the economical use of various factors of production.
5. **Research:** Advertising stimulates research and development activities. Advertising has become a competitive marketing activity. Every firm tries to differentiate its product from the substitutes available in the market through advertising. This compels every business firm to do more and more research to find new products and their new uses. If a firm does not engage in research and development activities, it will be out of the market in the near future.

6. **Education of People:** Advertising educates the people about new products and their uses. Advertising message about the utility of a product enables the people to widen their knowledge. It is advertising which has helped people in adopting new ways of life and giving-up old habits. It has contributed a lot towards the betterment of the standard of living of the society.

7. **Support to Press:** Advertising provides an important source of revenue to the publishers and magazines. It enables to increase the circulation of their publication by selling them at lower rates. People are also benefited because they get publications at cheaper rates. Advertising is also a source of revenue for TV network. For instance, Doordarshan and ZeeTV insert ads before, in between and after various programmes and earn millions of rupees through ads. Such income could be used for increasing the quality of programmes and extending coverage.
1.4.3 ACTIVE PARTICIPANT IN ADVERTISING

Following are the group of people who are actively involved in advertising.

1. **Advertiser:** Seller who manufacture and market consumer products are the prominent group of advertisers. Hindustan unilever, proctor and gamble, Seimen and Larson & Toubro are the examples of advertisers. Also the retailers are the second prominent segment among advertisers. They stock the products and sell them to the ultimate consumers. Government and social organization are also the active participant in this category.

2. **Target audience:** It refers to the recipient of the advertising message. Every message is either directed to a mass audience and class audience. Advertising is for covering the target audience for sales promotions. Advertising message intends to cover the potential user and non user who may purchase the product in future. The messages are also directed to the user of the competitor's product so that they switch over the advertiser's products.

3. **Advertising Agencies:** An advertiser has two options viz. (i) to design, develop and produce and advertising message and get it placed in desired media directly through his own sales or advertising department, or (ii) to entrust the entire job of advertising to a team of highly professionalized, specialized, independent, advertising agency. An advertising agency is composed of creative people, who conceive design, develop and produce advertising message with creative ideas and place it in the desired advertising media, for and on behalf of its client (the advertiser). The advertising agencies usually charge a commission of 15% on the media bills from the media owners. In addition, they charge out-of pocket expenses to their clients, i.e. the
advertisers. They employ copywriters, artists, photographers, Typographers, layout designers, editors and such other creative people.

4. Advertising Production People (Artists): The production of impressive and persuasive advertisements is possible only with the active help and creative spirit of the artists like copywriters, artists, photographers, typographers, layout designers, editors and such other creative people. Such people are usually employed by the ad agencies or, their services may be hired by the ad agencies on job basis.

5. Target Audience (Readers, Listeners, Viewers and Present and Future Buyers): Advertising messages are given about products services and ideas to readers, listeners, viewers and actual and potential buyers, who are known as the audience. The target audience may be classified into the following three categories, viz.,

(i) existing or, current consumers, who are reminded and influenced to continue their patronage and to increase the volume of their buying,

(ii) consumers, who buy and use, a competitor’s brand; hence they are persuaded to buy the advertised brand, instead of the competitor’s brand; and

(iii) those consumers, who do not use any such product; and even then, are persuaded to buy the advertised product.
1.5 MANAGEMENT COLLEGE ADVERTISING STRATEGIES

The current college crowd is a crucial field for marketers. 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.

Fig: 1.4 Management Colleges Options

Advertisement done by colleges and universities throughout the Madhya Pradesh using various strategies and technique to targeting students through a wide variety of newspapers and other nontraditional media.

In India Management colleges and universities reaches approximately 3,800 college campuses with enrollments exceeding 14 million full and part time students. Placing advertisements in newspapers is cost-effective and reaches students who are actively seeking products and services. With a targeted and effective college advertising plan they can capture the captive audience of this market for years to come. Advertising on campus gives college students the sense of security and familiarity, something that will ensure loyalty for years to come.

Present Management institutes with several choices to fulfill their campus advertising goals. Target Students can be found in graduation colleges
throughout the country. 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. 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.

1.5.1 INSTITUTE ADVERTISING STRATEGY

An advertising strategy is a campaign developed to communicate ideas about products and services to potential consumers in the hopes of convincing them to buy those products and services. This strategy, when built in a rational and intelligent manner, will reflect other business considerations (overall budget, brand recognition efforts) and objectives (public image enhancement, market share growth) as well. As Portable MBA in marketing authors Alexander Hiam and Charles D. Schewe stated, a business's advertising strategy "determines the character of the company's public face." Even though a small business has limited capital and is unable to devote as much money to advertising as a large corporation, it can still develop a highly effective advertising campaign. The key is creative and flexible planning, based on an in depth knowledge of the target consumer and the avenues that can be utilized to reach that consumer.

Today, most advertising strategies focus on achieving three general goals, as the Small Business Administration indicated in Advertising Your Business: 1) promote awareness of a business and its product or services; 2) stimulate sales directly and "attract competitors' customers"; and 3) establish or modify a business' image. In other words, advertising seeks to inform, persuade, and remind the consumer. With these aims in mind, most businesses
follow a general process which ties advertising into the other promotional efforts and overall marketing objectives of the business.

1.5.2 STAGES OF ADVERTISING STRATEGY

As a business begins, one of the major goals of advertising must be to generate awareness of the business and its products. Once the business' reputation is established and its products are positioned within the market, the amount of resources used for advertising will decrease as the consumer develops a kind of loyalty to the product. Ideally, this established and ever-growing consumer base will eventually aid the company in its efforts to carry their advertising message out into the market, both through its purchasing actions and its testimonials on behalf of the product or service.

Essential to this rather abstract process is the development of a "positioning statement," as defined by Gerald E. Hills in "Marketing Option and Marketing" in The Portable MBA in Entrepreneurship: "A 'positioning statement' explains how a company's product (or service) is differentiated from those of key competitors." With this statement, the business owner turns intellectual objectives into concrete plans. In addition, this statement acts as the foundation for the development of a selling proposal, which is composed of the elements that will make up the advertising message's "copy platform." This platform delineates the images, copy, and art work that the business owner believes will sell the product.

With these concrete objectives, the following elements of the advertising strategy need to be considered: target audience, product concept, communication media, and advertising message. These elements are at the core of an advertising strategy, and are often referred to as the "creative mix."
Again, what most advertisers stress from the beginning is clear planning and flexibility. And key to these aims is creativity, and the ability to adapt to new market trends. A rigid advertising strategy often leads to a loss of market share. Therefore, the core elements of the advertising strategy need to mix in a way that allows the message to envelope the target consumer, providing ample opportunity for this consumer to become acquainted with the advertising message.

**1.5.3 TARGET CONSUMER:**

The target consumer is a complex combination of persons. It includes the person who ultimately buys the product, as well as those who decide what product will be bought (but don’t physically buy it), and those who influence product purchases, such as children, spouse, and friends. In order to identify the target consumer, and the forces acting upon any purchasing decision, it is important to define three general criteria in relation to that consumer, as discussed by the Small Business Administration:

1. **Demographics**—Age, gender, job, income, ethnicity, and hobbies.

2. **Behaviors**—When considering the consumers' behavior an advertiser needs to examine the consumers' awareness of the business and its competition, the type of vendors and services the consumer currently uses, and the types of appeals that are likely to convince the consumer to give the advertiser's product or service a chance.

3. **Needs and Desires**—here an advertiser must determine the consumer needs—both in practical terms and in terms of self-image, etc.—and the kind of pitch/message that will convince the consumer that the advertiser's services or products can fulfill those needs.
1.5.4 COMMUNICATION MEDIA IN ADVERTISING

The communication media is the means by which the advertising message is transmitted to the consumer. In addition to marketing objectives and budgetary restraints, the characteristics of the target consumer need to be considered as an advertiser decides what media to use. The types of media categories from which advertisers can choose include the following:

- **Print**—primarily newspapers (both weekly and daily) and magazines.
- **Audio**—FM and AM radio.
- **Video**—Promotional videos, infomercials.
- **World Wide Web**.
- **Transit**
- **Event based advertising**
- **Outdoor advertising**—Billboards, advertisements on public transportation (cabs, buses).

After deciding on the medium that is

1) Financially in reach

2) Most likely to reach the target audience, an advertiser needs to schedule the broadcasting of that advertising. The media schedule, as defined by Hills, is "the combination of specific times (for example, by day, week, and month) when advertisements are inserted into media vehicles and delivered to target audiences."
1.5.5 ADVERTISING MEDIA

As per the advertisement need the different type of media were used they mainly are:

1.5.5.1 Print Media

An especially long period of time (or an especially heavy media schedule) is required to fully evaluate the total effects of print advertising. Print is an important arrow in the media quiver, however, because a share of the population tends to be heavy readers.

They consist of newspapers, magazines, journals, handbills, etc. Management Institutes in Madhya Pradesh were using the print media maximum.
Radio commercials can be as effective as television commercials, based on sales return per dollar spent on media. However, radio commercials seldom achieve their true potential because they tend to be inferior to television commercials in content and production quality. Typically, radio budgets are much less than television and radio commercials are rarely tested among consumers. If you plan to use radio, pretest the commercials to make sure they work.

Now with the FM channels spreading all over the country it is easier for the advertisers to choice the source with the various options available for the advertisement.
Advertisement done through the Visual like TV Promotional video etc is under this category. TV channel Ad is more expensive than the other ads as they will have the more coverage in the telecasted area.

It mainly consists of the Local Cable advertisement, tv ads and promotional video. While national TV advertising is usually out of an entrepreneur's price range, advertising on local stations and on cable television can be surprisingly affordable. And really, it's not so hard to buy TV schedules. Why? Because no matter what demographic your audience falls into, you can find appropriate programming on any one of the networks. Every station reaches every audience daily, with schedules that include cartoons, celebrity, talk, sports, soaps, news, movies, reality and prime time programs.
Online advertising, also called Internet advertising, uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing, social media marketing and many types of display advertising (including web banner advertising). Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content.

Internet advertising has proven to be a targeted approach to reaching your customer base, and is easily the most cost effective and measurable method of obtaining new customers.

It's an ideal way to reach potential customers with a solution that's cost effective, offers precise targeting and easy to understand tracking tools. Online search advertising reaches over 94.5% of world internet users who use search engines to find products or services online.
1.5.5.5 Transit Media

Transit media is a form of out-of-home advertising that displays advertisements in or on the outside of vehicles such as on the side of or above the seats of a bus, car and other mode of transportation.

Transit media used to consist of painted side panels or LED panels may be used, allowing advertisements to be rotated or scheduled by location, enabling advertisers to target specific audiences. The medium offers a balance between traditional hoarding and smaller, more mobile. For example, an individually branded car might be casually driven around a city for the majority of the time, but can occasionally be integrated into a multi-vehicle convoy or parked arrangement suitable for promotional activities.

Adverts are often placed as basic rectangular motifs on the side or front of a bus. These may be applied directly to the bus. Additionally, adverts may be printed on placards known as boards, which are slotted into special guide fittings attached to the side of the bus.
1.5.6 ADVERTISING MESSAGE

An advertising message is guided by the "advertising or copy platform," which is a combination of the marketing objectives, copy, art, and production values. This combination is best realized after the target consumer has been analyzed, the product concept has been established, and the media and vehicles have been chosen. At this point, the advertising message can be directed at a very concrete audience to achieve very specific goals. Hiam and Schewe listed three major areas that an advertiser should consider when endeavoring to develop an effective "advertising platform":

- What are the product's unique features?
- How do consumers evaluate the product? What is likely to persuade them to purchase the product?
- How do competitors rank in the eyes of the consumer? Are there any weaknesses in their positions? What are their strengths?

Most business consultants recommend employing an advertising agency to create the art work and write the copy. However, many small businesses don't have the up-front capital to hire such an agency, and therefore need to create their own advertising pieces. When doing this a business owner needs to follow a few important guidelines.

1.5.7 COPY

When composing advertising copy it is crucial to remember that the primary aim is to communicate information about the business and its products and services. The "selling proposal" can act as a blueprint here, ensuring that the advertising fits the overall marketing objectives. Many companies utilize a theme or a slogan as the centerpiece of such efforts.
emphasizing major attributes of the business's products or services in the process. But as Hiam and Schewe caution, while "something must be used to animate the theme ... care must be taken not to lose the underlying message in the pursuit of memorable advertising."

When writing the copy, direct language (saying exactly what you mean in a positive, rather than negative manner) has been shown to be the most effective. The theory here is that the less the audience has to interpret, or unravel the message, the easier the message will be to read, understand, and act upon. As Jerry Fisher observed in Entrepreneur, "Two-syllable phrases like 'free book,' 'fast help,' and 'lose weight' are the kind of advertising messages that don't need to be read to be effective. By that I mean they are so easy for the brain to interpret as a whole thought that they're 'read' in an eye blink rather than as linear verbiage. So for an advertiser trying to get attention in a world awash in advertising images, it makes sense to try this message-in-an-eye-blink route to the public consciousness—be it for a sales slogan or even a product name."

The copy content needs to be clearly written, following conventional grammatical guidelines. Of course, effective headings allow the reader to get a sense of the advertisement's central theme without having to read much of the copy. An advertisement that has "50% off" in bold black letters is not just easy to read, but it is also easy to understand.

1.5.8 ART WORK AND LAYOUT

Management Institute also needs to consider the visual rhetoric of the advertisement, which simply means that the entire advertisement, including blank space, should have meaning and logic. Most industry experts
recommend that advertisers use short paragraphs, lists, and catchy illustrations and graphics to break up and supplement the text and make the document both visually inviting and easy to understand. Remember, an advertisement has to capture the reader's attention quickly.

1.5.9 ADVERTISING BUDGET

The advertising budget can be written before or after a business owner has developed the advertising strategy. When to make a budget decision depends on the importance of advertising and the resources available to the business. If, for instance, a business knows that they only have a certain amount of money for advertising then the budget will tend to dictate what advertising is developed and what the overall marketing objectives will be. On the other hand, if a business has the resources available, the advertising strategy can be developed to meet predetermined marketing objectives. For small businesses, it is usually best to put together an advertising budget early in the advertising process.

The following approaches are the most common methods of developing an effective budget. All the methods listed are progressive ones that look to perpetuate growth:

- Percentage of future or past sales
- Competitive approach
- Market share
- All available funds
- The task or objective approach

The easiest approach is the one that is most often used—is the percentage of future or past sales method. Most industry experts recommend
basing spending on anticipated sales, in order to ensure growth. But for a small business, where survival may be a bigger concern than growth, basing the advertising budget on past sales is often a more sensible approach to take.

1.5.10 METHODS OF ADVERTISING

Business owners can choose from two opposite philosophies when preparing their advertising strategy. The first of these, sometimes called the push method, is a stance wherein an advertiser targets retail establishments in order to establish or broaden a market presence. The second option, sometimes called the pull method, targets end-users (consumers), who are expected to ask retailers for the product and thus help "pull" it through the channel of distribution. Of course, many businesses employ some hybrid of the two when putting together their advertising strategy.

PUSH METHOD

The aim of the push method is to convince retailers, salespersons, or dealers to carry and promote the advertiser's product. This relationship is achieved by offering inducements, such as providing advertising kits to help the retailer sell the product, offering incentives to carry stock, and developing trade promotions.

PULL METHOD

The aim of the pull method is to convince the target consumer to try, purchase, and ultimately repurchase the product. This process is achieved by directly appealing to the target consumer with coupons, in-store displays, and sweepstakes.
1.5.11 ADVERTISING TECHNIQUES

Every company or Institute needs to advertise its product to inform the customers about the product, increase the sales, acquire market value, and gain reputation and name in the industry. Every business spends lot of money for advertising their products but the money spent will lead to success only when the best techniques of advertising are used for the product. So here are some very common and most used techniques used by the advertisers to get desired results.

1. **Emotional Appeal:** This technique of advertising is done with help of two factors - needs of consumers and fear factor. Most common appeals under need are:
   - need for something new
   - need for getting acceptance
   - need for not being ignored
   - need for change of old things
   - need for security
   - need to become attractive, etc.

   Most common appeals under fear are:
   - fear of accident
   - fear of death
   - fear of being avoided
   - fear of getting sick
   - fear of getting old, etc.

2. **Promotional Advertising:** This technique involves giving away samples of the product for free to the consumers. The items are offered in the trade
fairs, promotional events, and ad campaigns in order to gain the attention of the customers.

3. **Bandwagon Advertising:** This type of technique involves convincing the customers to join the group of people who have bought this product and be on the winning side. For e.g. recent Pantene shampoo ad which says “15crores women trusted Pantene, and you?”

4. **Facts and Statistics:** Here, advertisers use numbers, proofs, and real examples to show how good their product works. For e.g. “Lizol floor cleaner cleans 99.99% germs” or “Colgate is recommended by 70% of the dentists of the world” or Eno - just 6 seconds

5. **Unfinished Ads:** The advertisers here just play with words by saying that their product works better but don’t answer how much more than the competitor. For e.g. Lays - no one can eat just one or Horlicks - more nutrition daily. The ads don’t say who can eat more or how much more nutrition.

6. **Weasel Words:** In this technique, the advertisers don’t say that they are the best from the rest, but don’t also deny. E.g. Sunsilk Hairfall Solution - reduces hairfall. The ad doesn’t say stops hairfall.

7. **Endorsements:** The advertisers use celebrities to advertise their products. The celebrities or star endorse the product by telling their own experiences with the product. Recently a diamond jewellery ad had superstar Amitabh Bacchan and his wife Jaya advertising the product. The ad showed how he impressed his wife by making a smart choice of buying this brand. Again, Sachin tendulkar, a cricket star, endorsed for a shoe brand.
8. **Complementing the Customers:** Here, the advertisers used punchlines which complement the consumers who buy their products. E.g. Revlon says “Because you are worth it.”

9. **Ideal Family and Ideal Kids:** The advertisers using this technique show that the families or kids using their product are a happy go lucky family. The ad always has a neat and well furnished home, well mannered kids and the family is a simple and sweet kind of family. E.g. a Dettol soap ad shows everyone in the family using that soap and so is always protected from germs. They show a fluorescent color line covering whole body of each family member when compared to other people who don’t use this soap.

10. **Patriotic Advertisements:** These ads show how one can support their country while he uses their product or service. For e.g some products together formed a union and claimed in their ad that if you buy any one of these products, you are going to help a child to go to school. One more cellular company ad had a celebrity showing that if the customers use this company’s sim card, then they can help control population of the country.

11. **Questioning the Customers:** The advertisers using this technique ask questions to the consumers to get response for their products. E.g. Amway advertisement keeps on asking questions like who has so many farms completely organic in nature, who gives the strength to climb up the stairs at the age of 70, who makes the kids grow in a proper and nutritious ways, is there anyone who is listening to these entire questions. And then at last the answer comes - “Amway: We are Listening.”
12. **Bribe:** This technique is used to bribe the customers with something extra if they buy the product using lines like "buy one shirt and get one free," or "be the member for the club for two years and get 20% off on all services."

13. **Surrogate Advertising:** This technique is generally used by the companies which cannot advertise their products directly. The advertisers use indirect advertisements to advertise their product so that the customers know about the actual product. The biggest example of this technique is liquor ads. These ads never show anyone drinking actual liquor and in place of that they are shown drinking some mineral water, soft drink or soda.

### 1.5.12 ANALYZING ADVERTISING RESULTS

Many businesses are distressingly lax in taking steps to monitor whether their advertising efforts are having the desired effect. Instead, they simply throw a campaign out there and hope for the best, relying on a general sense of company health when determining whether to continue, terminate, or make adjustments to advertising campaigns. These small business owners do not seem to recognize that myriad factors can influence a business's fortunes (regional economic straits, arrival of new competition, seasonal buying fluctuations, etc.). The small business owner who does not bother to adequately analyze his or her advertising efforts runs the danger of throwing away a perfectly good advertising strategy (or retaining a dreadful one) if he or she is unable to determine whether business upturns or downturns are due to advertising or some other factor.

The only way to know with any accuracy how your advertising strategy is working is to ask the consumer, the opinions of who can be gathered in several ways. Although many of the tracking alternatives are quite specialized.
requiring either large budget or extensive advertising research expertise, even small businesses can take steps to measure the effectiveness of their advertising strategies. The direct response survey is one of the most accurate means of measuring the effectiveness of a company's advertising for the simple reason that it measures actual responses to a business's advertisements. Other inexpensive options, such as use of redeemable coupons, can also prove helpful in determining the effectiveness of an advertising campaign.

1.5.13 MANAGEMENT COLLEGE ADVERTISING STRATEGIES

The current college crowd is a crucial field for marketers. 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.

Advertisement done by colleges and universities throughout the MP using various college advertising strategies and technique for targeting students through a wide variety of newspapers and other nontraditional media.

With college newspapers, online college newspapers and event promotions, innovative college web, direct marketing and etc Management Institute can meet their student and college advertising plans.

In India Management colleges and universities reaches approximately 3,800 college campuses with enrollments exceeding 14 million full and part time students. Placing advertisements in newspapers is cost-effective and reaches students who are actively seeking products and services. With a targeted and effective college advertising plan they can capture the captive audience of this market for years to come. Advertising on campus gives
college students the sense of security and familiarity, something that will ensure loyalty for years to come.

1.6 STATEMENT OF THE PROBLEM

Mushrooming of Management institution in Madhya Pradesh leads to the need of advertising of Management Institute brand. In order to combat the fewer students enrolling in the institutes they need to identify the proper way of going all out for the advertising for establishing the brand name which will help them in getting the required number of student enroll.

Advertising need to be understood in detailed manner and does it have the solution for the problem faced by the Management institution in Madhya Pradesh.

1.7 OUTLINE OF THE STUDY

Chapter 1 - Introduction

This chapter relates to giving a deep insight into the understanding of the concept under discussion of management institutes in global and Indian scenario. Under this chapter the Management Education, Advertisement, its role, importance, its participants, Management Institutes major problems and issues. Research problem statement and rationale of the study is carried out. Management Institutes requirement for the advertisement is also being discussed in brief.

Chapter 2 - Review of literature

It includes a combination of contemporary writings, articles, and research from management scholars, educators, and private consultants
regarding: the administrations of academic institutions, student enrollment, and an emphasis on marketing and advertising in the field of management education.

The cumulative work of the writer suggests that economics influences and market conditions in the India have necessitated colleges and their administrators to adopt new perceptions, attitudes, and management skills with regards to operating their institutions that affect student enrollment. The literature review explains the form and depth of investigation conducted in the past, however, it can be inferred that these studies do not lead to any valid theory construction or testing. This chapter relates to a meticulous overview of the available literature and a very detailed review.

Chapter 3 – Rationale of the study

Basis on which the present study is gone through as per the requirement of the current management institutes scenarios. Need of the study is being discussed in this chapter.

Chapter 4- Research Methodology

This study has been done by using both the qualitative and quantitative approach of research. Based on research problem and objective, qualitative approach was chosen management colleges has a natural setting, is integrated with numerous other variables directly related to advertising practices adopted by colleges. And the reason of choosing quantitative approach is that this study will try to find out the answer of the research questions from numerical point perspective. The research under consideration falls under the dimensions of a descriptive cum explanatory frame. Further the data were used to test the hypotheses among the factors of the independent and
dependent variables and is thus explanatory in character. To examine the impact of advertising medium, factors which affect the college advertisement multiple regressions was used for the comparison.

Chapter 5 – Data Analysis, Results and Discussion

This chapter relates to detailing of results and discussions. Doucet (2003) contends that the data analysis is a critical stage in the research process, as it carries the potential to decrease or amplify the result expected. Data analysis is also the critical stage for analyzing and presenting the outcomes of the research done. Before proceeding with the proper analysis, first test reliability of the instruments was used. LR analysis was carried out to study the impact of work advertisement, medium, facilities provided by the colleges. According to Sekaran (2003), correlation coefficient, r, signifies the strength of relationship between two variables and how much variation in the dependent variable can be explained by the independent variables. Referring to the mean scores and to the computed t Test values it can be proposed that the differences of advertising practices between the two samples are significant and the other null hypotheses were rejected. They are explained in detail in this chapter.

Factors which effect the advertising strategy is being discussed in this chapter. In order to prepare the dataset for factor analysis at different stages of test exercise, Kaiser-Meyer-Olkin and Bartlett's test of sphericity were principally considered which suggested that the use of a factor analysis for the dataset is appropriate.

Major finding of the study is being discussed and the result of the study was covered in the chapter. It includes the result of our Objective and
Hypothesis which was also being discussed in this chapter. The 1-7 hypothesis is being tested by the t Test. For 8-19 hypothesis the Anova and regression is being used.

Chapter 6 - Summary of Conclusions and Suggestion

In this chapter the summaries of conclusions is being given with the suggestion which has come out form the study. The detail outcome of the study and the discussion on the various finding is being discussed in short in this chapter. This chapter relates to the suggestions for future research. The study used self report measures to gather data from Management Institutes in Madhya Pradesh. Madhya Pradesh as centrally located state has both high and low development ration like Indore, Bhopal being a cities high on development ratio, the number of management institutes are increasing. There is less awareness in these institutes about the concept of student perception towards advertisements and they might not be conversant with the issues. A comprehensive study of both antecedents and consequences of advertising practices by Management Institutes can be undertaken. These suggestions are explained in detail in this chapter.

Chapter 7 – Suggestion and Implementation

This chapter deals with the various outcome of the conclusions of the study and on their bases the suggestions were given by the researcher. The need of the advertising practices was always be there in the Management Institutes and the types of the implementation were discussed in this chapter.
1.8 CONCLUSION

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. For management institutes they need the students to be enrolled for their survival. In the coming year’s thing may change but to sustain the current scenario the management institutes need to develop the brand in the market through advertisement.

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. 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.