

# Marketing Strategies in Enrollment at Baguio Central University

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**Abstract-** *The objective of the study was to assist the marketing strategies in enrollment at Baguio Central University. The study used the descriptive research design with the survey questionnaire as the main data gathering instrument. It involved a total population of sixty-seven graduating students of Baguio Central University. The findings of the study were the following: the level of awareness of the marketing strategies in Baguio Central University was much aware, especially of the use of BCU Facebook Page; the practices that encourage the students to enroll in Baguio Central University were much practice like in the members of varsity with a tuition fee discount was the most practices, the students were knowledgeable on the different marketing, and the degree of seriousness of the hindrances encountered by the students in Baguio Central University was moderately serious. Based on the findings the following conclusion were drawn: strategies that are applied in the institution especially the BCU Facebook Page attributed to its platform's generation; the practices that encourage the students to enroll in Baguio Central University is to members of varsity attributed to its tuition fee discount, and the problems encountered by the respondents is the used of elevators and stairs.*

**Indexed Terms-** *Extracurricular Activities, School Stakeholders, Institution, Organization, Effective Communication, Customers, Academic Achievement*

## I. INTRODUCTION

Marketing is a collective strategy employed by institutions to attract and engage prospective students, and in today's fast-paced, global academic environment university marketing strategies have a direct impact on not only enrollment, but recognition and retention. The prospective college students of the twenty-first century are different from earlier generations. They're highly mobile. They are informed and connected, and they are more aware of

(but less susceptible to) traditional marketing strategies. And, now more than ever, potential students expect a personalized, high-value experience. The demands of this new generation of students, both domestic and international, presents university marketing and enrollment departments with diverse challenges as well as exciting opportunities to connect with and explore new prospects.

Keystone Academic Solutions is on the front-line of twenty-first century student enrollment marketing. At Keystone understand that modern enrollment marketing goes beyond recruitment. Marketing solutions respond to the needs of universities from the identification process straight through to enrollment and retention, and the first step to retention is building a strong relationship with qualified enquiries ([www.keystoneacademic.com](http://www.keystoneacademic.com)).

As Mercado, J. (2017) mention in his research that business organizations such as schools utilize marketing activities to promote their offerings especially their specializations. The need to be recognized is quite essential as in most cases, the students' perception of an educational institution depends highly on the impression they or their relatives have of the institution. With the many avenues of promotion nowadays, even colleges and universities have strategically looked for ways to encourage student enrolment. Promoting a Higher Education Institution (HEI), just as in any form of business entities, thrives through strategic planning using what is known as the "Four Ps" product, price, place, and promotion of marketing. As a result, the increase in enrolment can be associated with how universities and colleges promote themselves which only goes to show that they were able to spread awareness. The notion that the school's reputation is the sole reason for students to enroll may still be an attribute, but for certain private colleges and universities, there could more than perennial reputation to offer.

According to Lewison and Hawes, universities face the usual dilemma when developing marketing strategy. They must formulate ways and use means without commercializing education. Also, a university must select a marketing strategy that maintains an appropriate balance between its ability to efficiently meet the needs of the students and its capacity to operate competently. Analyzing the types of students who will be the target enrollees is another reason why colleges and universities must be strategic about the promotional strategy they will be employing. (Kotler & Fox, 1995, as cited by Adisu, K. 2006). likewise, suggested that educational institutions should take certain steps to develop sound marketing activities. Such steps include the analysis of internal and external environments so that the educational institution can identify the marketing possibilities and determine which of these can be seized by (limited) sources.

Another thing to consider is that the technological breakthroughs today provide vast opportunities to promote. With the presence of social media as inexpensive yet effective means of promotion, colleges and universities cannot afford to pass on the opportunity to make them known to a diverse set of users, especially now that students from other countries have been coming to the Philippines for tertiary education. Even for local students, colleges and universities familiarity and impression of an educational institution is hugely attributed to how universities promote themselves.

Education is now a global service that every country strives to provide for their citizens since it serves as a tool for socio-economic development. The expansion in population poses the demand for establishment of more educational institutions which will accommodate more students for literacy acquisition. On this note, education has been liberalized by the government to enable private sector participation in its provision. The private sector participation has bring about increase in number of educational institutions to serve the growing populace, programme quality, and general innovation in modern educational practices. Following the private sector participation, which bring about “profit focus” has given rise to institutions competing for students and finding creative ways to satisfy students and parents needs and preferences

(Onyemaechi, J.O., 2013 as cited by Uchendu, C.C. et al, 2015).

Scot (1999) as cite by Uchendu, C.C. et al, (2015) agrees that the survival of many schools depend to a great extent on their capacity to retain current students and recruit new ones, their mobilization of resources, achievement of their students, and their success in making their programs attractive to the external environment. He therefore considered marketing strategies to be an indispensable managerial function if they are to survive in competition environment.

In higher education in the United States, an opportunity exists for universities to capture a larger share of the prospective Latino student market (Torres & Zerquera, 2012 as cited by de la Fuente, M.R. 2016). Capturing an untapped market segment can provide a competitive advantage for universities offering degree programs by continuing to increase student enrollment and remaining fiscally viable.

The attempt by higher education institutions to manage their student enrollment requires them to learn the behaviors of students attending their institutions, and to use that information within various marketing methods. As a result, the past decade has found many educational institutions preparing new promotional literature, increasing recruiting budgets, and spending more time and money on marketing research and direct mail (Kotler & Fox, 1995, as cited by Adisu, K. 2006).

According to Simmons and Laczniak (1992, as cited by Adisu, K. 2006), marketing of higher education is an evolutionary process reflective of four distinctive stages. These stages of marketing encompass sending out brochures as its basic promotional function to having marketing as part of the university’s strategic planning as its highest stage. The stage at which institutions operate is reflective of their commitment to utilizing marketing to advance their enrollment goals. In general, marketing as it applies to higher education means that a college or university exists to provide satisfaction to external and internal constituents who can be instrumental in providing the support and resources needed for institutional survival and development. This concept of higher education marketing means that an institution must be positioned

as an attractive package to compete for potential new students, while satisfying its internal budgetary needs (Kotler & Andreasen, 1996, as cited by Adisu, K. 2006).

Institutional positioning is the act of designing the organization's image and potential so that the organization's customers understand and appreciate what the organization stands for in relation to its competitors.

Garlene (1999); Hossler, Bean, and associates (1990); and Dolence (1998, as cited by Adisu, K. 2006) suggest that a strong link be made between student enrollment and marketing techniques as borrowed from for-profit businesses. These two concepts, student enrollment and marketing of higher education, came together under a common term called "enrollment management." Enrollment management is formally defined as the overall effort of the institution to influence the characteristics and size of student enrollment by directing the activities of its various functions (Hossler et al., 1990, as cited by Adisu, K. 2006). It is about people, the systems, the curriculum, the environment, and the attitudes of everyone involved in providing higher education (Garlene, 1999 as cited by Adisu, K. 2006).

Kotler and Fox (1985) as cited by Uchendu, C.C., et al (2015) suggested that adopting marketing strategies would be an effective tool to overcoming decline in student's enrolment. The scholars maintained that schools that fail to think strategically about their marketing to portray the values of their institutions to be public often find themselves struggling with a range of issues such as poor enrolment, shrinking operating budget and image confusion. They suggested some marketing strategies that schools can use such as word of mouth, effective use of school website/social media, customization, pricing, adequacy of infrastructure, and advertising. One of the best ways to realize increase school enrolment is to run such an excellent operation, that parents and students will be very satisfied with the academic programmes and the impact will be seen in students' high academic achievement. In other words, it is operating the school business at a higher level than the regular school organization norms and effectively communicating the improvement to customers (Oplatka, 2006, cited by Uchendu, C.C. et al, 2015).

This study has been designed to establish whether the problem of enrolment in some colleges in Baguio Central University is being caused by non-adoption of marketing strategies by institution. The study will attempt to find out the extent marketing strategies is being utilized by school stakeholders in enhancing students' enrolment. It will also find out whether there significant in the adoption of marketing strategies

Hence, this study makes an attempt to analyze the effect of marketing efforts of the different colleges from the students' perspective focusing on activities of the private college operating in Baguio Central University.

## II. REVIEW OF RELATED LITERATURE

The study was based on the learning theory since instrumental in marketing as they help create suitable strategies to approach target consumers. For behaviorism theory that individuals' observable changes are attributed to responding to environmental stimuli. For instance, Ivan Pavlov developed classical conditioning, a behavioral approach, to assess conditional incentives and response. Pavlov experimented with his dog and found that the dog associated a bell ring with food. Thus, Pavlov suggested that as a result of classical conditioning, a person learns a new behavior over time. In marketing, a T.V advert on a private institution could depict high walls and security cameras that parents can associate with security over time. Research demonstrates that using this theory helps to elicit responses from consumers by associating various aspects with a brand. Specifically, Stuart, Shimp and Engle (1987) as cited by Kim, S. (2020) found that ads that informational use conditioning such as using a pleasant voice and various cues that affect consumer attitudes.

On the other hand, social and contextual theories emphasize the environment and social contexts as a vital means for an individual's learning. As such, learning within these theories is culture-specific and a product of activity and context. One prominent approach is the social learning theory, which, as Etienne Wenger proposed that individuals learn in diverse ways, but socially people acquire new behaviors by observing and imitation. Lam, Kraus,

and Ahearne (2010) as cited KIM, S. (2020) described reinforcement learning people learn from consequence while in the latter, people follow others to avoid similar errors.

In addition, consumer behavior theory based on the pressures of the free market, marketing theories should then inform how private schools create marketing strategies. Marketing theories, particularly in the realm of consumer behavior, demonstrate how people acquire products and services.

Another marketing theory is the motivation theory, which is attributed to theorists such as Abraham Maslow. Motivation theories imply that marketers should instill messages that make commodities or services as urgent or how consumers perceive them as higher in Maslow's hierarchy of needs (Svatosova, 2013) as cited by (KIM, S. 2020). For instance, Maslow's theory in education would incorporate safety or security messages in schools that would make the institutions more favorable to parents.

### III. METHODOLOGY

Quantitative research approach is used in this study to assist the marketing strategies in enrollment at Baguio Central University. The study used the descriptive research design with the survey questionnaire as the main data gathering instrument. It involved a total population of sixty-seven (67) graduating students of Baguio Central University.

### IV. RESULTS AND DISCUSSION

- Level of Awareness on the Marketing Strategies at Baguio Central University as Observed by the Respondents

Results shows that the group of respondents observed the marketing strategies of Baguio Central University with an average weighted mean of 3.42, which is equivalent to much aware. This means that the respondents were cognizant of the different marketing strategies. This implies that the majority of the respondents obtained the much aware. Uchendu, Nwafor, and Nwaneri, M. (2015) investigated marketing strategies in a quantitative study for private schools and found that marketing strategies increased

student enrolment due to perceived usefulness. The research implied that an adequate marketing strategy could help improve sustainability and income as a result of enrollment.

Remarkably, one indicator was observed which is BCU Facebook Page with a weighted mean of 4.36 has the highest weighted mean. This prove that Facebook Page was more effective as one of the most strategies in marketing their clients. That means Baguio Central University achieved this kind of promotional strategy, which is conducting competitions between different schools. According to Adnett & Davies (2010), Inter school competition is one of the most effective marketing strategies. Promoting increased competition by comparison was seen as a means of stimulating greater allocative, technical and dynamic efficiency in schools.

Facebook is one way to introduce any kind of business, and services and specially school. Facebook is an opportunity for a school to connect with families and share information rapidly. If a school is consistent in keeping the information updated and accurate, students and families will likely come to rely on the Facebook Page as a resource to find information about what's going on at the school. There are many different types of information that a school could choose to share on its Facebook Page.

In the study of Hartstein (2011), Facebook regardless of whether or not schools choose to do so. By setting up a Facebook Page, schools can establish a controlled, professional presence that allows them to capitalize on this social space in many important ways, while still protecting their students. It's important to note that while a Facebook Page is an excellent opportunity for schools to supplement their web presence, it doesn't fully replace the benefits of a robust website Facebook Page became popular in terms of social media. Facebook page plays an important role in every school activity. They can use it for posting such announcements including the importance of daily news in schools. That's why students became more updated with the public post of the schools which they preferred.

Among the indicators enumerated the respondent rated the TV advertisement as the least with a weighted

mean of 3.16 which interpreted as moderately applicable. This means that TV based advertisement were moderate applied as observed by the respondents Nowadays, TV Advertisement many listeners are most focus on television. Television Advertisement is less effective in Baguio Central University because on what we see on television and time is still expensive and has been on the decrease of usage; TV and some of the student lack interest with advertising schools in Television. Television Advertisement time is still expensive, but its effectiveness has definitely been on the decrease, while internet advertising campaigns continue to be on the rise. Viewers are watching far less live television. One of the selling features of these devices is the ability to skip the commercial breaks in pre-recorded programming; as a result, fewer people are actually watching television commercials.

As cited by Spurrier, T. (2018) Parents did not cite television, radio, banners, or newspapers having any significant influence on enrollment. One parent said, being on TV or the radio makes the school look good and keeps our name out there, but I'm not sure anyone decides where I'm sending my child to school based on it. Another parent summed up their feelings when they said, it is just about the relationship you have with people at the school, the other ads, keep us informed.

Generally, the above awareness of the marketing strategies at Baguio Central University was much effective these must be maintained or exerted for more effort to level up the strategy in inviting more students in the different regions. Baker (2014) believed that marketing is an older activity but has recently been deemed valuable. As a business discipline marketing is considered new and evolving with the introduction of social media and the expansion of the internet. The goal of marketing would be to build a relationship with the stakeholders of an organization.

- Level of Awareness of the Practices that Encourage the Students to enroll at Baguio Central University

The general assessment of the respondents on the practices that encourage the students to enroll in the university is revealed in the average weighted mean of 3.75 which is interpreted as much practiced. This means that the overall observation of respondents on

the practices that encourage the students enroll is much practiced which shows that the different indicators were practiced by the institution to encourage students. This shows that the institution focuses on successful marketing strategies in creating a plan resulting in enrollment growth. Educational marketing is based on organized objectives and involves a plan, a system of analysis, designed programs, and an exchange of values (Read & Bick, 2014). The literature confirms the findings of the study that the attributes of a school need to match the message and media established through a marketing plan. The attitude of the potential enrollee toward the school must be either confirmed or refuted compared to the message the school is presenting and upon what platform the communication is delivered (Bick, 2014).

Based on the indicators that were rated by the respondents the members of varsity with a tuition fee discount were the highest indicators rated by the respondents with a weighted mean of 4.25. This means that the tuition fee discount was practiced by the institution for varsity students who are members of these extracurricular activities.

The development of new academic and athletic programs has been utilized to stem enrollment losses or to grow enrollment (Bruder 2017). Also discuss (Bruder, 2017) contended continued enrollment declines at small, private institutions have led campus leaders to seek alternative solutions to enrollment issues, including the addition of sports.

And the least rated by the respondents was the sibling discount practiced in the institution which is interpreted as moderately practiced. This means that the sibling discount was not so much encountered by the respondents in the institution may be due to not all the respondent's siblings being enrolled in the institution. This shows that moderately awareness of the siblings discount applies in the institution.

- Degree of Seriousness of the Hindrances Encountered by the Students at Baguio Central University as Observed by the Respondents

It is revealed in the overall observation of the respondents that the degree of seriousness of the hindrances encountered by the students is moderately

serious. This is reflected in the average weighted mean of 3.01 interpreted as moderately serious. This means that problems encountered by the respondents were on average level. This shows that the problems that hindrances the students are not too serious these shows that they were still solvable.

Expensive food in the canteen, many students observed about it because aside from being not budget friendly, they do not offer student meals and the choices are limited. Food is one of the most basic needs for any healthy human being for us to work and live a normal and comfortable life. (Birdmanday, 2012) In terms of elevator, many students observed that the elevator was not used most of the time. But they need to extend the operating hours of the elevator to lessen the inconvenience to students. Peer pressure is one of the problems encountered by the students. The students are lacking in confidence to make friends with others and they do not feel important that's why creating organizations for students to be involved would be a great help. In the study of Botto ( 2012 ), Peer pressure does not stop after high school; we all do things because we want to fit in. What makes peer pressure even harder for teens are that parents often don't understand the depths to which these pressures go. Your teenager is not just worried; he or she is terrified of not fitting in with friends. They don't just want to be accepted by their friends; they want to be popular.

The findings of the study of the level of awareness of the marketing strategies in Baguio Central University was much aware, especially of the use of BCU Facebook Page; the practices that encourage the students to enroll at Baguio Central University were much practice like in the members of varsity with a tuition fee discount was the most practices, the students were knowledgeable on the different marketing strategies, and the degree of seriousness of the hindrances encountered by the students at Baguio Central University was moderately serious.

## V. FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

### Findings:

1. It revealed that marketing is a relatively new business discipline, which has

evolved with the emergence of social media and the internet;

2. It presented the current awareness of marketing strategies at Baguio Central University is effective, however, maintenance and increased effort is necessary in order to attract more students from across various regions.
3. It suggests that the university's marketing strategies and practices have had a significant impact on its enrollment.
4. Through the creation of a well-structured marketing plan, the institution was able to address the needs and expectations of its potential students, and there is a clear correlation between educational marketing and enrollment growth.
5. The study of the level of awareness of the marketing strategies in Baguio Central University showed that the students were knowledgeable on the different marketing strategies and the use of BCU Facebook Page was the most widely recognized.
6. The practices to encourage students to enroll at Baguio Central University such as tuition fee discounts and members of varsity were implemented while the degree of seriousness of any hindrances encountered by the students was found to be moderately serious.

### Conclusions:

1. The students were knowledgeable on the different marketing strategies that are applied in the institution especially the BCU Facebook Page attributed to its platform's generation.
2. The practices that encourage the students to enroll at Baguio Central University is to members of varsity attributed to its tuition fee discount.
3. Problems encountered by the respondents is the used of elevators and stairs.

### Recommendations:

1. Strategic communications and alumni may review the effectiveness of TV advertisement for marketing of students.
2. Student services office or concern stakeholders are encourage reiterate the sibling discount was practiced in the institution.
3. Extend the operating hours of elevator to lessen the inconvenience of the student

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