

MARKETING OF EDUCATION

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Education as a service can be said to be fulfilling the need for learning, acquiring knowledge (providing an Intangible benefit), produced with the help of tangibles. The buyer does not get the ownership.

Education cannot be seen or touched (build service differentiation)

Precise standardization is difficult (Different degrees requires different personnel)

Education as a service cannot be patented
(can be replicated easily) Find out what cannot
be replicated

The most Important thing in Education is
'people component' & this component cannot
be replicated. Utmost care should be taken in
the selection of 'personnel' & then they should
be trained & retained

MARKET STRATEGY

Focus on account of Intangibility

Should be tangibilised

Branding (proper communication & Image)

What business are we in

Who are customers & what benefits do they seek

How can we build or defend our competitive position

Innovation & continuous changes

THE MARKETING MIX

PRODUCT

Range

Quality

Brand name

Equity

PRICE

Perceived value

Payment terms

PLACE

Location

Accessibility

channels

PROMOTION MIX

Advertising

sales promotion

publicity

public relations

PEOPLE

Personnel training

Appearance

Internal marketing

Attitude

customers contact

customers degree of Involvement

(High contact vs. Low contact services)

PHYSICAL EVIDENCE

Environment

Furnishings

Color layout

Noise levels

Tangibles

PROCESS

Policies

Procedures

Mechanization

Employee customer Involvement

Flow of activities

A consumer generally looks for three pay-offs

Recognition leading to acceptance by the profession & society, through statutory means or through well established social means

Course content leading to enhancement of knowledge & skills, which differentiates capabilities even within the profession

Course delivery through acknowledged teachers & practitioners

A producer (promoter) should do the following

Sharing Information of recognition

Creating awareness of the demands of the profession

Strategies for delivery

Creating Interfaces