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“Advertisement Strategies And Role Of Media In Present Scenario Of Education In Rajasthan And Delhi”

Ranwir Kumar Rana

Doctor Of Philosophy In Management, Jagan Nath University, Jaipur, India

Abstract:

Education is about providing knowledge. When we are promoting education we have to appeal people to widen their knowledge and make themselves at par with the changes around them. A person who is to market education should start by spreading the message of the significance of education. There should be continuous analysis of market, then determination of target customers, evaluation of competitive strategies, positioning a service for the target segment and continuous evaluation.

Marketing strategy not only about the appeal to people but the main thing is that, you have good convincing power and try to sale your product in good way rather than to your competitors. Today's world there is high competition level in this sector. Students want to take admission on AICTE approval colleges but they don't know it's totally diploma, degree is provided by the University. The main truth is that placements is not done by University or AICTE, it's done by Colleges because college is only the source by which (reputed, A+) COMPANIES is there or ready for recruitment. So, for that purpose u all means those in education sector, have to maintain strategies. For high admissions and get them high placements and grooming the students also. The advertisement strategies and media role in education is evident today by the number of computer labs, television sets and libraries that have become part of curriculum in most schools today. Media comes in different forms and each form affects the way students learn and interpret information. Media has brought the world closer (globalization) so that now students from different universities in different parts of the world are connected through a mere internet connection. Amidst the information revolution mass media has become such a massive part of our lives that it is impossible to ignore its effects.

The concept of democracy was based on the fact that if individuals are educated to a certain level then they can rule themselves effectively. The question that now arises is "are individuals here media literate?", and also how important it is for them to be media literate. Millions of messages are being sent each day through various media channels. This research will be really contributed to find out the actual advertisement strategies and present role of media in education sectors.

1.Introduction

Market research and marketing research are often confused. 'Market' research is simply research into a specific market. It is a very narrow concept. 'Marketing' research is much broader. It not only includes 'market' research, but also areas such as research into new products, or modes of distribution such as via the Internet.

Marketing research is the function that links the consumer, customer, and public to the marketer through information - information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the methods for collecting information, manages and implements the data collection process, analyses, and communicates the findings and their implications.

If we are talking about strategies there are bulk of strategies but the main motive or thing is that how you are able to use these things. But the first step how to complete the seats or capture the admissions.

1.1.Importance

Marketing research is a systematic and objective process of identification gathering, recording, retrieving and analysing data along with all related activities performed for aiding marketing decision making.

Each organization needs certain kinds of information in order to satisfy their customer's needs and wants.

- Better understanding of the market.
- Identification of the opportunity.
- Promotion and advertising related decision.

- Product and promotion related decision.
- Pricing and Distribution relate decision.

1.2. Why This Research?

- To find out the reach and gap of Media in Education Sectors.
- To find out strategies adopted by the Educational Organizations in different regions.
- To find out the reach of the competitors and their effectiveness in Rajasthan & Delhi Market.
- To find out the supply pattern of the competitors and compare it region wise.
- To give the suggestion to the Educational Institution so that the quality will be increased in Rajasthan, Delhi and its surrounding regions.
- Point out the lacking points in the reach of the best.
- To gauge the performance of counselor on the basis of supply, schemes, scholarship and other facilities provided by them.
- To identify the suitable Means of Media in Education.

2. Methodology

To start with our and foremost task will acquire knowledge and detail about the Educational Services. This may do having a regular meeting with the company's products. These help us to game insight into the business, some idea of management, the product of the company and the position of the Educational Products with regard to other Institutions, Self Finance Universities, Parents and Students satisfaction. A detailed research plan made into carries on the study objectively.

2.1. Design Of Research

The Research Design is the framework, which provides guide for research process. It is the map according to which the research is to be conducted. The research design specifies the method for data collection and data analysis. Data collection means which method is adopted for obtaining the facts and figures i.e. primary & secondary data.

2.2. Universe

It can be defined as the region constituting the population about which the research is conducted, the universe chosen is Rajasthan and Delhi and the study will be organized to this region only. The zones covered for both Institutions and Private Universities.

2.3. SWOT

The diagnosis of a company's strengths & weakness can be fruitful only if the environment factors and market conditions are considered along with the internal capability. This approach essentially involves matching of the internal capabilities with the environmental opportunities and threats, and is known as SWOT (Strength and Weakness, Opportunity and Threats) analysis. SWOT analysis should indicate a 'fit' between the proposed strategic response of the operations function and the strengths of the organization, also, the strengths and weakness need not to be taken as static or as constant; a Institution should always introspect; what should our strength be? "What weakness must be overcome or converted into strengths?" "What weakness must go in order to ward off or win over a potential threat?" Employee age could be a strength or weakness. It all depends upon how a company exploits it, or on how it does not allow the competitors to exploit those distinctive characteristics of the organization. Government policy changes can be view either as an opportunity or as a threat depending upon the particular Institution's strengths and weakness. Thus, an opportunity or a threat can also be a matter of perception, or a product of the relative strengths and weakness. An operations strategy is a response to this perception.

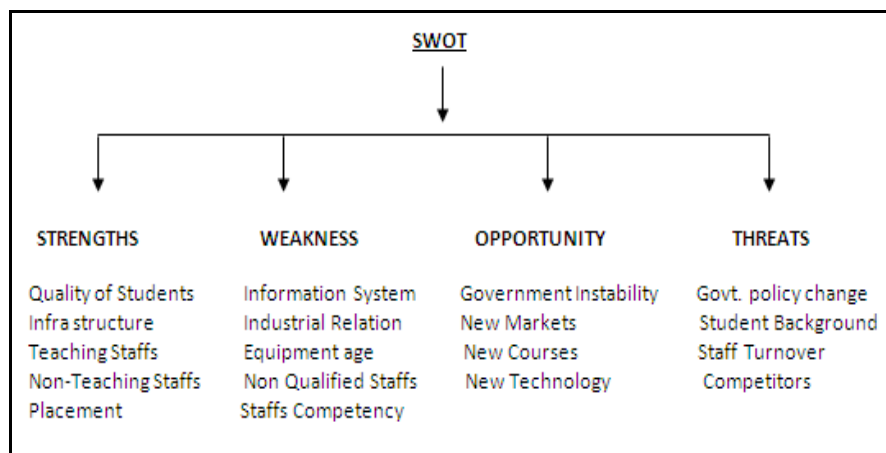


Figure 1

2.4.Branding Mix

The objective of all business enterprises is to satisfy the need and want of society. Branding is the basic operative function of all business firms. Efficient branding management is essential for the survival and growth of every educational enterprise. Branding mix is the combination of the courses, the distribution system, the fee structure and the promotional activities. The term branding mix is to describe a combination of four elements- the Service or product, Fees or price, physical distribution and promotion.

- **Program (Courses)**
Program is the first element of any Institution. Service must satisfy student's needs. The management must, first decide the services to be product by knowing the needs of the individuals. The branding authority has to take a number of decisions as the additions, deletions, and modification, on the basis of marketing information.
- **Fees/Charges for Services**
The marked or announced amount of the money asked from a student is known as the fees- value placed on products. Basic fees alterations may be made by the Institution in order to attract the individuals.
- **Promotions**
Institution must undertake promotion work- advertisement, publicity, and personal selling etc. which are the major activities.
- **Physical Distribution**
Physical distribution is the delivery of services at the right time and at the right place. The distribution mix is the combination of decisions relating to channel, quality, books inventory, and location transportation, eco friendly environment etc.

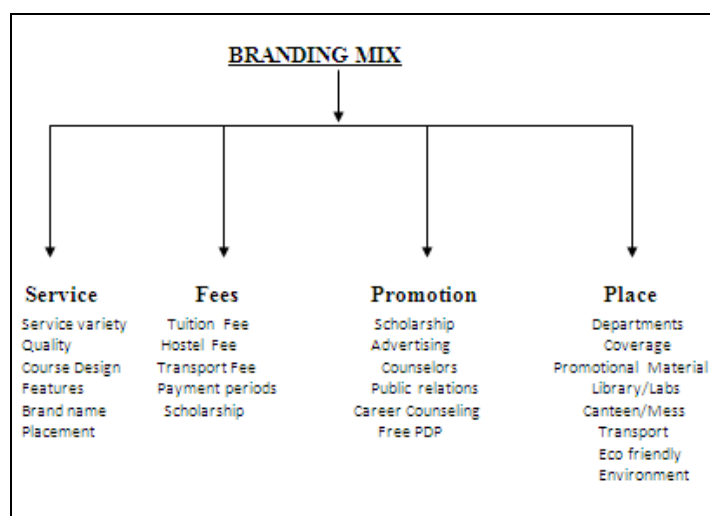


Figure 2

3.Discussion

There are some questions in view of promotional tools and role of media in education; this may be very among Student, Parents, Media Person and Educational Staff for example

3.1.Q.How Satisfied Are You With The Current Educational System?

- Extremely satisfied
- Very satisfied
- It is good but needs changes
- Dissatisfied
- Needs to change completely

3.2.Result

Here some students are dissatisfied while some parents want need to change the pedagogy only few are extremely satisfied with faculties.

3.3.Q.Which Method Of Advertising Do You Think That An Organization Should Use Will Be Effective In Improvement Of Marketing?

- Newspaper
- Hoarding
- FM
- TV
- Magazine
- Fairs

- Internet
- Others

3.4.Result

Most of the student priority given to Internet while parents want to visit in fairs.

3.5.Q.How Did You Get To Know About The Website Of Educational Institute?

- Referred by a friend or relative
- By casual browsing
- From the search engine'
- From an advertisement

3.6.Result

Internet surfing is easy method to find out details about Educational Institutions.

3.7.Q.Which Of The Following According To You Are Drivers For Educational Changes?

- Technology
- Computers
- Tele mentoring
- Cross age tutoring
- Online courses
- Social communities

3.8.Result

Most of the parents agreed that Technology enhancement is one of the most drivers for changing in educational environment.

4.Conclusion

Following are the some of the conclusion base on above research:

- Most of the student are searching information about and educational institute via internet
- Reference, friends are playing vital role in admissions
- Communication skill of counselors and their motivational power is also noticeable.
- Parents are more emphasis on pedagogy used by the Institutions
- Coverage in local Newspaper is an additional benefit for institution during generation admissions.
- Rapidly changing in technology is one of the drivers for educational changes.

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