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A PATH FOR HORIZING YOUR INNOVATIVE WORK

MARKETING PRACTICE IN EDUCATIONAL INSTITUTES OF NASIK

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Abstract: Every Management institutes is entitled to promote its products and build brands, management institutes should not divert the marketing budgets for brand building to other forms of sales promotional activities which can raise some eyebrows. The current institutes marketing practices in India replicate the practices adopted by the western world, from where modern education has evolved. This does not exclude some of the unhealthy marketing practices in vogue in the western countries as is evidenced by Institutes keep on doing what they have been doing for half a century. Time is apt for a change or else become extinct. Institutes need to look at newer and modern strategies and apply the principles of *evidence-based and patient-centric marketing*. The critical objective should be to eliminate the practice of Management institutes Management institutes India should be conscious of its special position in the educational services in India, and should conduct its marketing and sales activities in a truthful, honest and trustworthy manner. This can be done by adopting Good Marketing Practices as discussed in this paper.

Keywords: Management Studies, Educational Service

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INTRODUCTION

Education system has been expanding globally more people investing more of their time and money in education now than in past. Although all level of education have experience expansion, the rate of growth, perhaps been greatest at the management education level. Expansion of system due to several factors, First, there is pressure resulting from expansion at the lower level of education. While part of this expansion is in response to voluntary demand for education, another part of it is in response to public action. The promulgation of law governing compulsory primary education has increased national commitment and international support to achieve education for All (EFA) goals. These initiatives have generated demand for primary education even from the most disadvantage groups and from those living in remote area¹⁹. As result of expansion of the lower level of education system demand for education at secondary and post secondary level has intern increased. The move, many countries, towards universalization of secondary education has increased the number of candidates eligible to enrolled in higher education, thus putting additional social pressure to expand the higher education sector as management studies have entry of student from all section of education i.e. Art, commerce, Medical, Science, Engineering expansion in management education is very rapid than other section of education.

Second, the rapid expansion of higher education in the recent past is also a reflection of increasing employment opportunities for university graduates. The public sector used to be the largest employer of university graduates in developing countries. Employment in the public sector as declined and many countries, in the context of globalization, have promoted the private sector of their economies. The slowdown is employment generation in the public sector has, very often, been offset by employment creation in the private sector. Furthermore, recognizing the changing skill requirement in the context of globalization, many countries not only universalized that school education but also basified their higher education system. Now it is globally recognized that expanded higher education sector has become a necessary condition for a country's growth in the present environment; it is important in institutions faster technological catch up and in improving a country's ability to maximize economic output (World Bank, 2002). Third, recent trend in expansion fast growth of government aided and private education, The number of student perceiving study in government aided and private institutes has increased and private institutes has almost multiple in last decades. Although better job opportunities and higher. In recent decade marketing principle has been in crassly popular topic for more management institutes. As any other organization educational institutes developed specific activities in very dynamic and social environment. Demographic trend technological

evolution changes occurred in global economic, international labor market and citizen living standards all are significantly affected higher education system and its image in society. Furthermore, in the context of economic crises both business and individual assign greater responsibility to higher education institution regarding graduates and post graduates efficiency and their adaptability to employer requirements. Obtaining management degree has become almost naturally goal of every graduate wishing to have access to safe and well paid job²⁴³. This opportunity was quickly noticed by private institutes and unaided institutes which have developed educational program and communication campaign in order to achieve greater market share by attracting numerous student or candidates.

2 Statement of the problem

Every Educational institutes is entitled to promote its products and build brands. Of late, quite a few Educational institutes divert the marketing budgets for brand building to other forms of sales promotional activities which can raise some eyebrows. Some of these promotional activities include unethical practices of offering gifts not related to the ethics. Very often educational institutes offer multiple gifts to influence the authorities, student, parents and faculty, although many of them deny its influence despite considerable evidence to the contrary. Concerns over the influence of educational promotion have surged in recent years. (1) Gifts associated with promotional activity are motivated by a single goal - to increase the number of students admission. There is no ethical basis for allowing these types of financial exchanges to continue. (1) The number of donation receive, correlate with beliefs that society have no impact on social behaviour. (2, 3) The ultimate burden is on the end consumer - the parents, students Evidence based educational marketing is one ideal path to tread. Evidence-based promotion is the conscientious, explicit, and judicious use of the best current evidence in making decisions about the care of individual students. (4) As the awareness of the students is increasing, evidence based educational marketing can result into creation of value for our customers - both institution and student.

Good marketing practices should therefore be evidence based, which can benefit the final consumer - parents, students. By shifting gears, Educational institutes can do a lot for the improvement for the future generation. Educational institutes can help society to improve the quality of their practice. Student will benefit by reduced costs of education by lowering the marketing budgets. Educational institutes need to adhere to good and healthy marketing practices which not only guarantee carrier but can add value to society.

3 Marketing, services, marketing tools, service marketing

A service marketing is a sub field of marketing which covers the marketing of both goods and services. Goods' marketing includes the marketing of fast moving consumer goods (FMCG) and durables. Services marketing typically refer to the marketing of both business to consumer (B2C) and business to business (B2B) services. Common examples of service marketing are found in telecommunications, air travel, health care, financial services, all types of hospitality services, car rental services, and professional services.

A service, according to Vargo and Lusch (2004), is 'the application of specialized competences (knowledge and skills) through deeds, processes, and performances for the benefit of another entity or the entity itself. Services are economic activities, rather than tangible products, offered by one party to another. Rendering a service to recipients, objects, or other assets depends on a time-sensitive performance to bring about the desired result. In exchange for money, time, and effort, service custom networks, and systems; but they do not normally takers expect value from access to goods, ownership of any of the physical elements involved. labor, professional skills, facilities,

Service marketing is a relatively new phenomenon in the domain of marketing. It gained importance as a discipline towards the end of the 20th century. Services marketing first came into force in the 1980s when there was debate of whether the marketing of services was significantly different from that of products, and whether it should be classified as a separate discipline. Prior to this, services were considered as an aid to the production and marketing of goods, and were not deemed as having separate relevance on their own.

The 1980s saw a shift in this thinking. As the service sector started to grow in importance in post-industrial societies and emerged as a significant employer and contributor to those nations' GDPs, academia and marketing practitioners began to look at the marketing of services in a new light. Empirical research was conducted which brought to light the specific distinguishing characteristics of services.

By the mid 1990s, services marketing were firmly entrenched as a significant sub-discipline of marketing with its own empirical research and data, growing significance in the increasingly service sector dominated economies of the new millennium. New areas of study in the field opened up and were the subject of extensive empirical research. This gave rise to concepts such as the product-service spectrum, relationship marketing, franchising of services, customer retention, and others.

Due to the increasing homogeneity in product offerings, the attendant services provided are emerging as a key differentiator in the mind of the consumers. In case of two fast food chains serving a similar product, it is the service quality that distinguishes the two brands from each other, rather than the product. Marketers are able leverage their service offering to differentiate themselves from the competition and attract consumers.

Relationships are a key factor when it comes to the marketing of services. Since the product is intangible, a large part of the customers' buying decision will depend on the degree to which he trusts the seller. Hence, the need to listen to the needs of the customer, to fulfill them through the appropriate service offering, and to build a long lasting relationship is important because it would lead to repeat sales and positive word of mouth.

Given a highly competitive scenario where multiple providers are vying for a limited pool of customers, retaining customers is even more important than attracting new ones. Since services are usually generated and consumed at the same time, they involve the customer in service delivery process by taking into consideration his expectations and feedback. Thus, they offer a greater scope for customization according to customer requirements, which increase satisfaction, leading to higher customer retention.

When the physical product cannot easily be differentiated, the key to competitive success may lie in adding valued services and improving their quality. Rolls-Royce has ensured its aircraft engines are in high demand by continuously monitoring the health of its 3000 engines for 45 airlines through live satellite feeds. Under its "Total Care" program, airlines pay Rolls a fee for every hour an engine in flight, and Rolls assumes the risks and costs of downtime and repairs in return.

In today's globalised world it's quite demanding to have image and maintain image. Student have so many choice and easily defected any time so encouraging student to join institutes and institutes professor have to try hard because keeping student is go more beneficial cost effective and profitable than acquiring new one. Image building is starting years cost but it can reduce institutes every year image maintence and student generation cost low thereby sustaining in longer tem institutes image is important factor in overall evolution of service quality. Student or stake holder will judge the institutes on everything from prospectus, infrastructure, staff behavior, treatment to student, web side page etc. Good image fetches talent from society to the institutes there by helping good quality image of institutes. Also industry gets good candidates from institutes as employee thereby giving further good image

to society and circle gets complete. The search for strategies to increase student success as measured in persistence and graduation rates has become a frequent topic of intense debate at education conferences, institutional meetings and legislative sessions. Most of the relevant research on this crucial issue has focused on the role of student characteristics and experience in persistence and graduation. The role of institutions — through policies and practices affecting persistence and graduation — is also critical, yet until now we have known little about how that role develops and is enacted in institutions' efforts to boost these measures of student success. The College Board Pilot Study on Student Retention is beginning to fill this knowledge void by collecting and analyzing an extensive set of institutional data from which actionable findings are emerging on the nature, extent and effects of institutions' efforts to increase persistence and graduation.

4. Image building

Create a picture for your company or your competitors can jazz for you.” within the teaching sector this statement by Keever is equally true; as competition for college students will increase and funding decreases universities and technicians got to produce and maintain a particular image within the market place. Teaching establishments have become progressively aggressive in their promoting activities to convey a picture that's favorable to their public, be they prospective students, employers, funders etc. Investigates however promoting is employed to convey teaching establishment sort image within the GB and African nation, Mistreatment correspondence analysis shows the distinctive positioning that are created by the recent GB universities, the new GB universities, South African universities and techniques. Conjointly identifies that promoting tools these establishment sorts use in conveyance of title their institutional image.

A) General introduction

The development of a brain from its easy beginnings within the embryo to the terribly complicated fully-functional adult structure may be a actually exceptional method. Understanding however it happens remains a formidable challenge despite huge advances

over the last century and current intense world-wide research. A bigger data of however nervous systems construct themselves can bring large edges for human health and future technologies. Unraveling the mechanisms that cause the event of healthy brains ought to facilitate scientists tackle presently incurable diseases of the system like syndrome, brain disorder and dementia praecox (to name however a few), discover a lot of regarding the

processes that cause the uncontrolled growth related to cancer and develop doable treatments.

Building Brains provides a extremely visual and pronto accessible introduction to the most events that occur throughout neural development and also the mechanisms by that they occur. aimed toward undergrad students and postgraduates new the sector, UN agency might not have a background in neurobiology and/or genetics, it explains however cells within the early embryo initial become neural, however their proliferation is controlled, what regulates the categories of neural cells they become, however neurons hook up with one another, however these connections ar later refined underneath the influence of neural activity together with that arising from expertise, and why some neurons ordinarily die.

Key Features:

- A taciturn illustrated guide specializing in the core components of current understanding of neural development, emphasizing common principles underlying biological process mechanisms and supplemented by suggestions for more reading.
- Text boxes throughout give more detail on elect major advances, problems with specific uncertainty or

B) Educational establishments

Since the dawn of the civilization man has been pains to grasp the unknown. On the long voyage of exploration of unknown, man has collected uncountable pearls & pebbles and tried to preserve them. Doubtless, this is a very basic perspective of humankind that initiated the construct of preservation of thought contents or data, {that construct that idea} of preservation gave rise the concept of management institutes latter on which data are transferrable in varied kind of management institutes collection. Collection suggests that the holdings of materials. In management institutes aspects assortment means the many sorts of

documents- Books, Periodicals and Serials, Govt. Publications, tutorial Thesis & Dissertations, analysis Reports, Annual Reviews, Conferencing Proceedings, Pamphlets, Standards & Specification, Patents, Trade Literature, Maps, Atlases, and Globes, pictures, Illustrations, Painting, Microfilms, Microfiches, Rare Books, Manuscripts, Slides, Audio Cassettes etc. and with the appearance of electronic media like computerized databases, Floppies, CD-ROM, DVD, e-journals, e-books, e-thesis, web etc. with alternative special materials additionally to books as principal constituent. The Building suggests that development of these documents other special materials additionally to books as principal constituent.

5 The 7 P's of Services Marketing

The first four elements in the services marketing mix are the same as those in the traditional marketing mix. However, given the unique nature of services, the implications of these are slightly different in case of services.

a. Product

In case of services, the 'product' is intangible, heterogeneous and perishable. Moreover, its production and consumption are inseparable. Hence, there is scope for customizing the offering as per customer requirements and the actual customer encounter therefore assumes particular significance. However, too much customization would compromise the standard delivery of the service and adversely affect its quality. Hence particular care has to be taken in designing the service offering.

b. Pricing

Pricing of services is tougher than pricing of goods. While the latter can be priced easily by taking into account the raw material costs, in case of services attendant costs - such as labor and overhead costs - also need to be factored in. Thus a restaurant not only has to charge for the cost of the food served but also has to calculate a price for the ambience provided. The final price for the service is then arrived at by including a mark up for an adequate profit margin.

c. Place

Since service delivery is concurrent with its production and cannot be stored or transported, the location of the service product assumes importance. Service providers have to give special thought to where the service would be provided. Thus, a fine dine restaurant is better located in a busy, upscale market as against on the outskirts of a city. Similarly, a holiday resort is better situated in the countryside away from the rush and noise of a city.

d. Promotion

Since a service offering can be easily replicated promotion becomes crucial in differentiating a service offering in the mind of the consumer. Thus, service providers offering identical services such as airlines or banks and insurance companies invest heavily in advertising their services. This is crucial in attracting customers in a segment where the services providers have nearly identical offerings. The final three elements of the services marketing mix - people, process and physical evidence - are unique to the marketing of services.

e. People

People are a defining factor in a service delivery process, since a service is inseparable from the person providing it. Thus, a restaurant is known as much for its food as for the service provided by its staff. The same is true of banks and department stores. Consequently, customer service training for staff has become a top priority for many organizations today.

f. Process

The process of service delivery is crucial since it ensures that the same standard of service is repeatedly delivered to the customers. Therefore, most companies have a service blueprint which provides the details of the service delivery process, often going down to even defining the service script and the greeting phrases to be used by the service staff.

g. Physical Evidence

Since services are intangible in nature, most service providers strive to incorporate certain tangible elements into their offering to enhance customer experience. Many hair salons invest in comfortable and stylish sitting areas with magazines and plush sofas for patrons to read and relax while they wait. Similarly, many restaurants invest heavily in their interior design and decorations to offer a tangible and unique experience to their guests.

6. Service sector

The services sector comprises a wide array of industries that sell to individual consumers and business customers, as well as to government agencies and nonprofit organizations. Services make up the bulk of the economy in post-industrial societies and account for most of the growth in new jobs. Unless a person is already predestined for a career in family manufacturing or agricultural business, the probability is high that they will spend their working life in service organizations.

The size of service sector is increasing in almost all economies around the world. As national economy develops, the relative share of employment among the agricultural industry, and the service industry change dramatically. Even in emerging economies, service output is growing rapidly and often repress

1. Ordering Ease: Ordering ease refers to how easy it is for the customer to place an order with the company.

2. Delivery Ease: Delivery refers to how well the product or service is brought to the customer. It includes speed, accuracy, and care throughout the process.
3. Installation: It refers to the work done to make a product or service operational in its planned location. Ease of installation becomes a true selling point, especially when the target market is technology novice.
4. Customer Training: It refers to training the customer's employees to use the vendor's equipment properly and efficiently.
5. cribes the service program for helping customers keep purchased products in good working order.

7. Concept of marketing in educational institutes

This study argues that successful place marketing practices increase the attractiveness and value of a place. The theoretical framework of the study makes an effort to integrate various success factors into one strategy in the cortex t of place marketing and place development. No general definition for “success” in place marketing can be made, and there is no absolute success, the notion of success being always cont textual. The theoretical framework tries to give leverage to existing capabilities for places, and to systematize the marketing efforts for a more effective process approach. The role of the leadership gets attention. In this study, a theoretical framework for “branding focused” place marketing will be developed, to be applied in the empirical research. First, the more general research question defines the Purpose of the study as follows:

The present study focuses on places, and within places on city-regions. The study discusses the relatively new concepts of “place marketing” and “place branding” which have not attracted much empirical research. The study builds a theoretical framework for successful Place marketing. Marketing in corporations is a business tool, which brings a clearly defined offering t clearly defined customers, and the objectives in conventional marketing are naturally mostly related to sales and financial performance. It is not, however, possible to market places exactly in the same way for many reasons. Places are not normal products or services, but complex packages of goods, services, customers’ perceptions and all combinations of these. Places Moften have goals other than the direct monetary targets.

s8 . Concept of Marketing in educational Institutes

It is no secret that instruction is additional competitive than ever. the foremost competitive establishments frantically try and climb over each other to be the primary to attach with a possible student. And it isn't simply the for-profits either. Several non-profit establishments square measure beefing up their advertising budgets and promoting departments so as to carry onto their corner of the market. Some non-profits square measure dedicating over twenty % of their annual revenues to drive their message to the plenty.

The force behind these changes is that the ever-growing expectations of the coed. Students need a program that's bespoke to suit their wants. Due to growing competition, they're typically ready to realize it. With large open on-line courses (MOOCs) coming into the image at a fast pace, the requirement to customize the expertise from web site visit to graduation can skyrocket within the next decade.

9. Marketing tools in study region

A higher education institution, like any other business institution, needs to satisfy its clients (students) in order to survive in the business/ service market. In the present study, 7Ps of Higher education Marketing Mix were studied among the 06 self-financing professional institutes of nasik. A descriptive survey method was used for data collection with the help of a self-structured & administered questionnaire on a sample of 200 students of management institutes. Lots of people use Internet Explorer and Bing is the default search tool. Several verticals like financial services do well on the Bing Search network. easy to share as a sponsored ad/post/tweet in LinkedIn, Facebook or Twitter You can't skip their ads like you can on live TV, radio or YouTube. If you are already on local TV and radio then allocating a part of that budget for far more targeted, measurable and guaranteed impressions makes sense. Wastes of money if you don't since Google Search ads are competitive. LinkedIn is the king of B2B sales. Setup a process map and these tools automate follow-ups and lead nurturing. Automatically email contacts updates, follow-up based on their responses and stay front of mind. Use Facebook to share interesting content to current/potential customers. Twitter's paid options are the new kid on the block. They represent another way for content to be shared. Use eCommerce principles in all digital properties. Offer something online that people can say yes to - an appointment, consultation, seminar, webinar, ebook download etc even if you don't sell anything online. Setup an eCommerce website to move products online if you have products to sell

Data processing Data processing Data processing

Data processing is, broadly, "the assortment and manipulation of things data} to provide significant information." During this sense it are often thought of a set of data process, "the

modification (processing) of data in associate manner detectable by an observer." The term is commonly used additionally specifically within the context of a business or alternative organization to talk over with the category of economic processing applications. processing might involve varied processes, including:

- Validation – guaranteeing that equipped knowledge is "clean, correct and helpful."
- Sorting – "arranging things in some sequence and/or in numerous sets."
- Summarization – reducing detail knowledge to its small print.
- Aggregation – combining multiple items of information.
- Analysis – the "collection, organization, analysis, interpretation and presentation of information."
- Reporting – list detail or outline knowledge or computed info.
- Classifying; separates knowledge into varied classes. 203

Following management colleges were targeted to demonstrate the theory mention above

1. Sapkal knowledge hub
2. Sandeep foundation
3. Bramha valley

Mention colleges were considered and most of the feedback collected from the management students and their faculty. 30 students considered from each colleges and 5 faculty member. The study based on the marketing mix and marketing tools. Questionnaire made in such way its cover almost all concern part of management institutes as well as expectation of students for their prosper carrier and required facilities for same.

Table (1.1) : Neglected 7 Ps in the institutes in percentage

Most neglected 7 Ps in the institutes in percentage

Sr. no	7 Ps	Sapkal hub	knowledge	Sandeep foundation	Bramha valley
1	place	55		50	5
2	program	5		8	5
3	promotion	6		8	25
4	price	8		6	10
5	people	15		10	10
6	process	7		8	10
7	physical facility	4		10	35

Table (1.2): Most important Ps for Image building percentage

Most important Ps for Image building in percentage

Sr. no	7 Ps	Sapkal hub	knowledge	Sandeep foundation	Bramha valley
1	place	45		44	24
2	program	1		2	1
3	promotion	15		28	25
4	price	1		2	5
5	people	5		8	5
6	process	20		1	10
7	physical facility	13		15	30

Table (1.3) Rank to different 7Ps given by different Institution

Rank To Different 7Ps Given By Different Institution							
Institutes	Place	Program	Promotion	Price	People	Process	Physical Facility
Sapkal Knowledge Hub	1	6	3	7	5	2	4
Sandeep Foundation	1	6	2	5	4	7	3
Bramha Valley	2	7	3	6	5	4	1

From above data which is output of survey for three institutes. Most important factors coming out of the survey are following (i.e. 7Ps)

1. Place
2. Promotion
3. Physical facility

10. CONCLUSION

Overall conclusion of study is at present place, promotion and physical facility are making impact on image building as this are the factors which have flexibility given by authority to institutes. Program, price, process are given less flexibility by authority. So they make less impact on image building. In future to make the effective marketing strategies for promotion more freedom to institutes by authorities should be given. At present this can be overcome by private university coming up in the state.

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