

STRATEGIC MARKETING IN EDUCATION

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Abstract The topic of this paper is theoretical and practical aspect of strategic marketing in the field of education. In the paper is emphasized that the first and the most important step in strategic marketing in education is strategic analysis, with models for analysis of global education's market place. Implementation of marketing strategies in development of education get new approaches, according to trends on global educational market place. Strategic control is important step in strategic development of educational institutions, through point out on gaps in process of implementation of marketing strategies. The goal of the paper is to define modern approach of strategic marketing in positioning of educational institutions in global environment and digital environment. The key hypothesis in the paper is that strategic marketing present's platform for development and positioning of the educational institutions. In the paper are present results of the in-depth interviews with professors at the educational institutions in Europe, and comparative analysis of good examples at the education. The results of the paper have scientific, professional and social contributions. Scientific contributions of the paper is in development models of strategic marketing in education. Social contributions of the paper is development of the most important social field, education.

Keywords::

strategic marketing, strategic goals, implementation of strategies, education.

1 Introduction

The paper present theoretical and practical approach of strategic marketing in development of education. In the paper is present strategic marketing approach in development and positioning of educational institutions on global marketplaces. The paper will also present strategic marketing planning, through case studies about development of educational institutions.

The objectives of the paper is to present and describe importance and impact of marketing strategies in working of educational projects. Special objectives of the paper is to emphasize importance of marketing strategies in raising awareness of education. In the paper is enlighten role of strategic marketing in statement of educational institutions. Education is guiding force is society. In the paper is present how strategies of strategic marketing improve working of educational institutions and especially how educational project could send strong messages in order to help people in pandemic situation, as well as, to solve social problems.

2 Literature Review

Strategic marketing is focused marketing approach based on strategic marketing analysis, defining marketing strategies, implementation of marketing strategies, evaluation and control of marketing strategies on global marketplaces. (Kotler, 2016)

Strategic marketing planning is based on defining marketing problems, strategic marketing analysis, defining marketing goals, according to vision and mission of institutions, defining marketing strategies for achieving goals, implementation marketing strategies, evaluation of positioning institutions on global marketplaces, through marketing metrics, marketing matrix and control of all strategic marketing approach. (Kotler, 2016)

Holistic marketing approach, as part of strategic marketing planning, has a challenge in improving the planning process in order to develop educational institutions. All parts of holistic marketing approaches are important, internal marketing, integrated marketing, relationship marketing and socially responsible marketing.

Internal marketing strategies improve educational organizational structures and communications with team workers. Strategies of integrated marketing improve consistency of educational institutions storytelling. The socially responsible approach is a base for educational projects and messages. Strategies of relationship marketing make platforms for clear and direct communications with target audiences of educational institutions. In all these ways holistic marketing approach is the base platform for the realization and development of educational institutions. (Kotler, 2016)

Holistic marketing approach has integrated marketing communication with target audiences of educational institutions, which present opportunities for research needs and wants of public audience. Integrated marketing communications must have consistent storytelling with target audiences of educational institutions. (Pelsmacker, 2007)

Strategies of relationship marketing develop and improve communications between educational institutions and their target groups. The socially responsible approach gives a platform for the development of educational institutions, as well as a purpose and messages to public audience. Strategies of relationship marketing have a specific impact on leading of educational development. They give opportunities for interactive communications with the public, through traditional ways of communication and modern, social media. Two-way communications give opportunities for listening to wants and needs of the students, that shows ways for further educational institutions development. (Kotler, 2008).

The experiences are regarded as key concepts in marketing today. Experiences are important in educational institutions and create strong bond between students and educational institutions. There are different views and interpretations about the content of terms. There are two connected concepts of experience and experiential marketing. Based on the literature review, the authors found that experience marketing is a strategic and broader term than experiential marketing. Definition of

experience marketing is that it is strategic and holistic marketing of relevant and meaningful experiences, and experiential marketing is as a tactical tool that helps to do marketing experientially (Experience Marketing Association, 2011).

Consumers create meaning for all perceived. Experience represents a meaningful relationship between a person's perception activity and a life situation, and is of particular significance to the person (Experience Marketing Association, 2012).

Experiential marketing is a marketing technique that creates experiences between educational institutions brands and public audience. Experiential campaigns use an activation to bring educational institutions brands to life and interact directly with the public audience (Experience Marketing Association, 2011).

3 Case Study – Manchester Business School

The good example of implementation of strategic marketing planning, holistic marketing and experience marketing in development of educational institutions, is the Manchester Business School. The Internet portal of this publishing institution in present in Figure 1.

Vision of Manchester Business School is “Forward thinking”. Mission of the Business School is education of undergraduate and postgraduate students, in order to improve science, scientific thoughts, connecting with others business schools and better position of Manchester Business School.

According to vision and mission of Manchester Business School, defining strategic goals, which business school realize are brilliant position on educational marketplace and excellent reputation. Key strategies of Manchester Business School are strategies of innovation, strategies of adaptation, strategies of differentiation, strategies of diversification. Students are satisfy with knowledge and with implementation of knowledge in practice. It is the best way to present Manchester Business School in the world.

Students come from all over the world. All programs in Manchester Business School are create on international and interdisciplinary base. On Internet portal of Manchester Business School stay opinion of students about knowledge that they got in this business school. It is the best way to present business school and get good reputation about international knowledge that business school gives.

4 Case Study – London Business School

The good example of implementation of the strategic marketing planning in development of educational institutions is London Business School.

London School of Economy has vision to be leading scientific institution which create new world, through science and knowledge. This educational institution has great impact in the world.

Mission of the Business School follow vision, through good educational programs, projects, summer schools, coordination with others business schools. Strategic goals of the business school are excellent programs, focus on students and postgraduate students, on scientific programs, on coordination programs with others business schools, as well as, goals for better positioning of educational marketplace and creating good reputation in the opinion of public audience. Strategies which London Business School use are strategy of differentiation, strategy of differentiation, strategy of innovation, strategies of relationship marketing and social responsible strategies.

London Business School has summer business schools. Program is create online. In that way students all around the world could be students of summer business school.

Value of London Business School is in brilliant knowledge for students and reputation which Business School has.

5 Case Study – Columbia Business School

Columbia Business School is one of the leading business school in the world. Students are honor when they become students of Columbia Business School. Good reputation Columbia Business School has according to brilliant scientific programs, knowledge, conferences, coordination with others business schools. Students of this educational institutions describe learning process as brilliant, through lectures, interactive discussion, homework's and focus on student's research and also on analysis of results. It is important that students, on the base of books, papers in the journals, work on their papers, based on classical lectures, interactive discussion. Professors lead students to new ideas, new scientific approach and methodology of research. Students emphasized that programs require a lot of research work that gives students knowledge and skills for individual scientific research.

Columbia Business School presents inspiration for many business schools in the world. On the portal students could read sentences “Building a Just and Health World for 100 Years”, that presents vision, mission and strategic goals of the Columbia Business School.

6 Case Study - the House of Beautiful Business

The House of Beautiful Business is educational, cultural and art organization with goal slogan to make human more human and business more beautiful. Before pandemic, company work and has center in every capital city in the world, where they have organized workshops, conferences and festivals. When pandemic start company went to digital environment, made Internet portal, Zoom platform place for meeting, new way for organization of conferences, events, workshops and festivals. Company has profile on Facebook, Twitter, Instagram, as media to share their thoughts, ideas and values.

During pandemic The House of Beautiful Business organizes every week talk event on different topic, like world changed by pandemic, new normal, new way to make a business, digital environment for business, as well as, cultural and artistic topic, like how literature impact on attitude, how movement impact on good health, how to enjoy virtual artistic events. Also, they have organized artistic festival, where artists talk about their work, new digital approach, how they feel during pandemic. Every

events follow beautiful live music, where audience sit like in concert center and enjoy the music.

Social responsible approach of The House of Beautiful Business is recognize through important topics about pandemic, about ways to protect ourselves, about ways to overcome hard time during pandemic, about education, cultural and arts events that public audience could visit during lockdown and quarantine.

7 Focus Group

The author of this paper had the opportunity to make a focus group with six managers in the educational institutions.

Managers of these institutions concluded that education have an impact on the development of raising awareness about social problems messages and that educational events improve development of every institutions. They emphasized that all aspects of a holistic marketing approach are important, internal marketing, integrated marketing, relationship marketing, based on socially responsible approach, in the development of educational institutions. Interestingly that they enlighten the role of care about students, in the way that people, consumers feel that educational institutions care about them and their knowledge and experiences. All these institutions care about educational history, educational tradition, and in that way give brilliant experiences to students and developing educational institutional brand. They emphasized that in implementation of strategic marketing in the development of educational institutions, based on educational projects, it is important to be passionate about education, be kind, respectful with students.

8 Conclusion

The paper presents a theoretical and empirical approach to implementation of strategic marketing in development of educational institutions. The paper presents case studies, as good examples of the impact of strategic marketing in development of educational institutions. The research in the paper was done by the focus group with six managers in educational institutions. The research is qualitative. Results of focus group emphasized the most important experiential tools for developing student's experiences and building brand of educational institutions. In the focus

group, educational managers emphasized that in implementation of strategic marketing in development of education, it is important to be passionate about education and respectful.

Theoretical analysis, comparative analysis, examples from practice and a focus group with managers in educational institutions give a conclusion that it is necessary to innovate marketing strategies in the field of education. Interestingly, they enlighten the role of care about students, in the way that they feel that managers and educational institutions care about them and their knowledge and experience. Media contents about educational events have an impact on the development of the educational institutions brand. Social media gives opportunities to share experience about the educational experiences, to write comments and create groups to describe the beloved educational brands. Media have a role to improve educational institutions as brands. Specialized journals for education write about education, but it is also important that daily newspapers write about educational information, educational events, about the student's lifestyle. Social media have the most important impact because many vloggers have stories about experiences in some educational events. The synergy of all these elements impacts the development of educational institutions.

The future research should be focused on the development of theoretical and practical papers and books in the field of holistic marketing approach in the improvement of educational institutions. The qualitative research, by the focus group, will be improved with quantitative research, which will give information about ways of development of holistic marketing approach in the development educational institutions. Limitation in writing the paper was lower interest of the public audience for quantitative research, which will be future tasks for work on this topic.

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