

COMPREHENSIVE ANALYSIS OF PROMOTION MIX ACTIVITIES OF VARIOUS EDUCATIONAL INSTITUTIONS - A SYSTEMATIC REVIEW OF THE LITERATURE

Dr. P. Raghunadha Reddy¹

K.Dasthagiri Basha²

Abstract

The purpose of this systematic review was to explore the nature of the promotion mix activities of various educational Institutions. The objectives of the review are to: systematically collect, document, scrutinise and critically analyse the current research literature to identify gaps in the research literature, and make recommendations for further research in this field. The potential benefits of applying promotion mix elements and concepts which have been effective in the business world are gradually being recognised by researchers in the field of educational institutions marketing. However, the literature on educational institutions promotion is incoherent, even inchoate, and lacks theoretical models that reflect upon the particular context of educational institutions and the nature of their services. This paper reviews the literature in the field, focusing on promotion mix strategies in the rapidly developing educational institutions market. The elements of globalization in educational institutions are widespread and multifaceted and the market is now well established as a global phenomenon. In the context of increasing competition for home-based and overseas students, educational institutions now recognise that they need to promote themselves in a climate of international competition that for educational institutions is frequently a global one, and substantial literature on the transfer of the practices and concepts of marketing from other sectors to educational institutions has been developed. "A centrally important principle of promotion mix is that all promotional activities should be geared towards the customer".

Keywords: Promotion mix, Educational Institutions; Educational marketing; Student loyalty; Public Relations; Advertisement, Publicity.

Introduction:

Intensive development of society and commerce leads to expansion of the service sector, and in such manner it becomes a propagator and dominant force in developed countries, which indicates the necessity of getting to know the significance and specific nature of marketing within the service sector. Considering the education that represents a service activity and its market influenced by various circumstances, educational institution management permanently finds itself facing the pending problem of how to accord its offer and marketing strategy with ever-changing market requirements. Today, education management is considered a survival condition, as well as a condition of modern society development. Competitive institutions are called only those, which, in the easiest way, adapt to changes of the environment and first adopt innovations. Application of a marketing strategy enables quality improvement in the system of higher education through synergistic application of marketing mix in order to create a service that corresponds to the expectations of target market and deliver a superior value. Competitive advantage is more and more basing itself on intangible assets (the know-how and expertise of teaching staff, quality of lectures, team work, staff development, etc.), which the competition cannot acquire or successfully imitate in a short period of time. Communication of a higher education institution with target market requires a specific approach, since the decision on the choice of faculty is made once in a life-time. It is defined by time and the decision-making process depends on the family, friends, school and media and therefore it has to be created in a way in which a mixture of marketing communications influences stated segments of target public. Communications, environment, corporate behavior (reputation, innovation, financial power, social responsibility, management quality) shape the image of an educational institution, which, from a long-term aspect, provides competitive advantage and service user loyalty. Also,

¹ . Professor, Dept of Management studies, S.V.University, Tirupati.

² . Research Scholar, Dept of Management studies, S.V.University, Tirupati.

the price, as one of marketing mix instruments, should, at the same time, be considered as a significant element of educational institution strategic planning, which is often (especially in our background) crucial when deciding which faculty to choose. When defining marketing activities (marketing mix) for educational institutions, special attention must be paid to service distribution, i.e. it is necessary to predefine attractive geographic frame, in which service delivery will be in accordance with the needs and requirements of the target market, respecting the factors (economic, political, sociological, technological, ecological, etc.) acting in a particular background. The Education Reform in Serbia has prompted all educational institutions to market-orient their business activities, considering insufficient, inadequate application of marketing and marketing instruments so far. Continuous monitoring and harmonization of modern achievements with the needs of the target market influence overall perception of service quality and user satisfaction

Literature Review:

Jelena Gajić (2012) investigates that understanding factors and circumstances that create certain market environment conditions is a primary goal of any modern -oriented higher education institution that enables harmonizing the supply with current demands as well as defining appropriate marketing strategies. The process of formulating the strategy of a higher education institution, in addition to reviewing the existing services, includes identifying new opportunities, analyzing relevant competitors and positioning against them and similar. The need for change in marketing strategy, that is market restructuring of a higher education institution, presents a natural consequence of economic oscillations which are the result of market needs and competition dynamics. Continuous monitoring and adjustment of modern developments with the needs of the target market affect the overall perception of service quality and satisfaction of users. Since the choice of marketing strategy involves defining the best ways of achieving the goals, keeping in mind that marketing as a business function, it should contribute to the improvement of educational institutions of governance process, orientation towards the market, or aligning curriculum with the needs of target groups. The Education Reform in Serbia has initiated all educational institutions (private and state) which market-oriented their activities, due to insufficient, inadequate application of current marketing and marketing tools. Using different combinations of marketing mix instruments can lead to achieving competitive advantage in education market. The main role of marketing strategy is to combine competences and other strategies of an educational institution, coordinating the challenges and limitations imposed by its environment and finding the best ways of achieving its mission and vision.

Magdalena Platis & Eleonora Gabriela Baban (2013) investigate that over time, marketing has become a propelling factor in any field of human activity, being also a primary tool in achieving the objectives of an organization. Identifying the main strategies in correlation with the marketing mix and its application on easy terms is a premise for each organization to achieve their targets. The essential objectives of the study are: 1). presenting the main functions of education, the role of marketing in education, 2) highlighting the main features of the education market in Romania; 3). presentation of the main strategies used by educational institutions in Romania; 4). application of marketing mix in education.

Silke Jurkowsch, Claudio Vignali & Hans-Rüdiger Kaufmann (2006) investigate that the literature reveals that universities are becoming more aware of the importance of student satisfaction. In addition, various studies have shown that student satisfaction has a positive impact on student motivation, student retention, recruiting efforts and fundraising. This article examines how overall student satisfaction in Austrian Universities of Applied Sciences can be broken down into dimensions of the student's learning experience. In this context, student

satisfaction is an individual overall subjective evaluation and experience of a product/service feature, the product/service itself and between what was received and as well as the perception of a gap between the received and the expected specific product/service to date (Anderson and Sullivan, 1993; Anderson, Fornell and Rust, 1997; Oliver, 1999). The article proposes a student satisfaction model for actual students in Austria taking an economic diploma course. The article also demonstrates that in addition to the academic and pedagogic quality of the teaching culture, infrastructure and quality of services from the administration personnel relationships should not be underestimated when trying to improve student satisfaction. Furthermore, the model specific differences between the two types of universities in Austria are considered. This article used both primary and secondary data. The primary data involved both, qualitative and quantitative research. The research was divided in three stages. The first stage, the analysis of the actual marketing models for services especially Higher Education providers, used secondary data as a principal method of research. The second stage contained the testing and validating of the preconceptualised model with actual students via the survey method. In the third stage, Higher Education experts in Austria were at the core of the research to further validate and adapt the model. The research was conducted applying the case study method.

Kotler, P., & Fox, K (2014) investigate the influence of the national image on the image of its tertiary education among non-nationals and on their choice of location for study. We present a conceptual model of how the image of the nation impacts on the image of tertiary education based upon Ajzen & Fishbein's (1980) "theory of reasoned action". With data from China & India, a model is developed from a calibration sample and tested against a validation sample using structural equation modelling. The model fits the data well and shows that a national image for Chic (prestigious, refined, elegant) and Enterprise (innovative, cool, trendy) has a positive influence on the beliefs about, attitudes towards and propensity to consume tertiary education offered by the UK. Our work indicates that there will be mileage in investing not just on the image of education itself, but on the image of the nation in the promotion of international tertiary education.

David Morris, Arzmi Yaacob & Geoff Wood (2004) based on an extensive survey of employees within a Malaysian tertiary educational institution, explores employee attitudes and perceptions towards existing pay and promotional policies and the organisational implications thereof. It was found that sizeable components of the workforce were dissatisfied with existing procedures. The limitations of the present system highlight the need to develop new models for organising work and rewards within the state and quasi-state sectors, models that balance the need for effective service provision with financial sustainability; and that reconcile wider social needs with "best practices" of human resource management.

Jonathan Ivy (2008) investigates the purpose of new marketing mix based on MBA students' attitudes and opinions towards the marketing initiatives of business schools in South Africa. The post-graduate business education market is, and increasingly, getting more aggressive in their efforts to attract students on to their flagship degree, the MBA. The traditional marketing tools historically grouped into 4Ps (product, price, place and promotion), 5Ps (adding people) and 7Ps (adding physical facilities and processes) may be wanting in this market.

Mehrdad Alipour, Seyyed Hadi Hoseini, Ali Aghamohammadi & Reza Ahmadi (2012) investigate that a new marketing mix for private schools based on parents' attitudes of non-public school students in Tehran. Each institution needs to survive is to provide marketing services. Educational institutions such as private schools to attract more students who are among the main goals of these institutions need to use Principles of Marketing. The type of hotels or restaurants services varies with educational services. Hence the educational sector particularly private

schools need a new marketing model. This study seeks to present a model to be able thereby to increase Students enrollment. Research method of this study was the combination of exploratory, descriptive - survey and analytical. Gathering techniques of data were through both questionnaire and interview. First results obtained from factor analysis, showed that 3 factors obtained from the 6 factors, which are among the traditional marketing mix include: "Price", "promotion" and "product" and three new factors with the "Parent Teacher Communication," professor "and" privilege". So the effect of each 6 factors on increasing the enrollment students rate were evaluated by test the hypotheses. The current study took nearly one year to be completed (Feb. 2011 to Dec. 2011). This study also was conducted in Tehran city, Iran.

Vikas Gautam (2015) investigates effects of selected marketing tactics on parents' loyalty towards the educational institutions. The results of Multiple Regression Analysis show that the price mix was the most significant factor having impact on parents' loyalty followed by people mix, place mix, product mix, and promotion mix. Furthermore, educational institution image mediates completely (full mediation) the relationship between selected marketing tactics (product mix, people mix, place mix, promotion mix) and parents' loyalty. Whereas, educational institution image mediates partially (partial mediation) the relationship between price mix and parents' loyalty. The sample comprised 687 respondents.

Shahid Nawaz Khan & Imran M. Qureshi (2010) investigate the variables that have a strong impact on students' enrollment in private schools and by the optimal use of these promotional variables private schools attract students for enrollment. The analysis revealed four variables of promotion namely: school appearance, public relations, publicity, and advertisement (print and electronic media). These four variables were found to be the main forms of promotion used by private schools for recruiting students. There was also a strong impact of school appearance being used as the standard tool for promotion. The study focused on one sector, the education sector in Pakistan. In order to enhance one's understanding and knowledge regarding the promotional variables. This needs to be taken into consideration in generalizing the findings to other sectors and geographic markets. The study is also limited to only two cities in Pakistan. Although these cities are highly representative of other cities in Pakistan but there are certain regional idiosyncrasies that can have varying impacts. This exploratory study establishes the forms of promotion that are used by most schools in Pakistan. School administrations can look at this study and further explore the link between recruitment and types of promotion. This study can also help promotional companies to develop service packages for the education sector in Pakistan. How private schools attract and influence students for enrollment and what are the sources for that influences and attraction, is not an actively researched topic in Pakistan. The study would therefore contribute towards better understanding of promotional variables and designing of effective promotional strategies.

Muthaa, G. (2018) investigates that Organizational performance is important in justifying its existence and resources allocation. To enhance performance, strategic values are useful management tools to achieving competitive advantage. For Technical Training Institutions to achieve their core mandate in human resource training, the Government has emphasized on their development and implementation of strategic plans. Technical Training institutions have been operating with strategic plans for at least the last ten years; however no systematic study has been carried out to investigate the influence of their strategic values on the performance of the institutions. The current study sought to investigate the effects of the strategic values on performance in respect to enrolment, resources, quality and efficiency. The study used the cross sectional descriptive survey research design. The study was conducted with the top, middle and lower level management in the three Technical training institutions of Meru County.

Questionnaires were used for data collection. Instruments were tested for reliability by use of the Cronbach's alpha and a correlation coefficient of 0.75 was obtained. Data was analyzed by use of both descriptive and inferential statistics and presented by use of tables and figures. The study established that the strategic values had significant influence on the performance of technical training institutional. The introduction of the government policy has a moderating variable improved the model on strategic value. The researcher recommends the alignment of the institutional philosophy to the institutional strategic values which could improve the performance of Technical Training Institutions.

Adil, A., Masood, M. & Ahmed, M. (2013) investigate Information & Communication Technology (ICT) usage in Pakistan is growing trend. However, while there is expanded concern of knowledge about how ICT is in usage in low income countries, there is information lacking on how ICT is used by the university teachers in low income countries. This research studied perception of university teachers about use of ICT, in Pakistani universities. The research through purposive sampling was drawn on 57 teachers, belonging to the public sector universities of Lahore, Punjab, Pakistan. This survey consisted of 29 males and 28 females. Their ages vary from 26 to 50 years. Open-ended questionnaire was used for this survey. It also showed that respondents have availability of internet at office. The association between different variables was calculated from chi-square test, and the strength of association was measured by gamma. The result showed the moderate negative association between level of age and quantity of daily time spent on computer. It also showed that no association exists between category of teacher's gender and quantity of daily time spent on computer. For enhancement of ICT integration into education, it was recommended that teachers must have access to infrastructure relating ICT and there should be provision of sufficient training to teachers.

Chris James & Peter Phillips (1995) investigate the different aspects of marketing in education, they stress that this is a relatively new area of interest in educational management. As such it is not surprising to find that much of the literature is characterised by ideas developed in non-educational settings. In this paper they use the notion of the 'marketing mix' to examine the practice of marketing in a number of schools within England and Wales. They find little evidence of the development of sophisticated market driven approaches within the schools they studied.

Elisabeth Koes Soedijati & Sri Astuti Pratminingsih (2011) investigate higher education in Indonesia experienced massive changes in policy, governance, structure and status. These changes have an effect on the operation of higher education institutions and seen as the driving forces for intense competition in this industry. Considering all changes that higher education institutions faced with, it is realized that institutions will have to become more marketing oriented. The aim of this study is to obtain the influence of marketing mix towards students' decision making for selecting higher education institution. The survey questions were organized based on marketing mix combination for education developed by Kotler and Fox which consists of seven elements: the program, the place, the price, the promotion, the physical facilities, the people, the process. This research employed the survey method with quantitative approach. The sample of the survey was taken randomly consists of 300 students majoring in accounting and business management, bachelor's degree programs at Widyatama University. The collected data was analyzed by using statistical methods such as correlation analysis. The research findings indicate that marketing mix has significant and positive relationship with students' decision making for selecting a university.

Bulley & A.Cynthia (2014), driven by the increasing numbers of higher education services in Ghana, the study sought to examine the marketing orientation and strategic marketing practices

applied in tertiary institutions. The convenient sampling method was used to select the case specific institution and 25 management staffs with specialized knowledge were identified and sampled. The findings of the study were mainly reported using descriptive statistics. The research findings indicate that the respondents agreed that the institution is market focused and 96% said a strategic marketing plan exists which it uses. Both long and short term plans are used and a marketing plan drives the institutions' activities. As to the marketing mix variables application, it was realised that not all 7p's are used in sync and this has an impact on the institution's performance. Private tertiary education institutions in Ghana need to re-examine their marketing task if they must survive in this competitive sector.

Ms. Anindita Bose (2016) investigates social media platform is changing the way businesses are being conducted. Education sector not being an exception has also been positively affected by the use of social media sites like, Facebook, LinedIn, Google+, instagram, twitter, Youtube etc. Of late many universities and education service providers have reportedly increased use of social media marketing to promote their courses and attract students. Educators are becoming aware of the potential benefits of social media in education. Many faculties had realized the fact that 75% of students are on social media on an average of five hours a day. Social media has made us closer to people from different parts of the world. Use of social media has become a part of the business marketing mix. The year 2011 has witnessed a rise in using social media as a marketing channel. Socializing on social platform has become a part of our culture. Social media has made available a platform where people can discuss and widen their knowledge base.

Ogunnaike, O. Olaleke, Taiye Tairat Borishade, Sholarin Adeniyi & Odubela Oyeyemi Omolade (2014) examine the impact of marketing mix strategies on student loyalty. The objectives of the study are to determine the relationship between instructional quality and active participation of the student, to examine the significant relationship between the competence of faculty and staff of the university, to determine if the distribution strategy of a university affects the repeat purchase retention of the students and willingness to recommend the university to others. The study uses survey method with four hypotheses which were later tested with correlation and regression test statistics. Findings show that there is a significant relationship between the impact of the marketing mix and student loyalty. The study recommends that there is a need for institutions to train their staff on how to maximize the use of the marketing mix to the institutions advantage; there is a need for an institution to be highly proactive in tracking customers' feelings.

Ioan-Constantin ENACHE (2011) aims to develop the use of 7 Ps framework in the educational marketing field. By presenting several important educational market forces the context of the discussion is revealed. Then the 7Ps framework is used to gather information. One by one the product, price, placement, promotion, people, process and physical evidence strategies are presented. It is shown that each has a particular role when it comes to educational market and the synergy effects are important. The advantages of the 7Ps approach are underlined.

Kristian Starck & Shahriyar Hossein Zadeh (2013) describe and analyze what marketing approaches private Thai higher education institutions (HEIs) use to attract and enroll foreign students. The study's intention is also to provide recommendations to Bangkok University International College (BUIC) and Webster University (WU) and investigate what factors foreign students value in terms of marketing at these universities. The recommendations are based on marketing approaches that have been identified as effective in attracting and enrolling foreign students. The study finalized that higher education institutions in Thailand uses different marketing approaches to attract and enroll foreign students. Online marketing was conducted

through web pages, IT tools and physical presence at events, open houses and social activities. Foreign students at BUIC and WU valued marketing factors somewhat equally in terms of place, promotion, people, process, IT and image and reputation. The study also presented marketing approaches that strengthens these two universities attraction and enrollment process towards foreign students. BUIC should definitely work on the factor people and the interaction during the enrollment process. WU, on the other hand, needs to focus more on providing additional IT tools and improve their mismanagement regarding image and reputation.

Monica Paula Rațiu & Emanuela Maria Avram (2013) investigates the reason why marketing strategies were implemented in the field of academic activities, where intangible goods are being provided, was the similarity between these and the field of service provision. Higher education aims at preparing specialists in all fields of activity so as they can successfully meet the increasingly sophisticated labor and thus universities contribute significantly to the achievement of this desideratum and to the enrichment of knowledge in order to ensure social development. In this context, the present study emphasizes the 7 elements of the academic marketing mix by using a series of concrete examples. Given the fact that the main purpose of the implementation of the marketing strategies in the academic environment is that of facilitating the orientation of higher education institutions towards the market, after the elaboration of this paper, we have concluded that the academic marketing mix in higher education services is a concept which needs to be developed so as to ensure the academic success on a competitive market and to develop strategies to attract quality students, in this way higher education institutions being able to fulfill their mission to prepare specialists in all fields, thus providing education and contributing to the scientific development through their research.

Survey on Social Media Marketing in Education is cosponsored by the Education Division of the **Software & Information Industry Association (SIIA), edWeb.net, and MCH Strategic Data (2011)**. The paper provides an overview of some of the recent research that has been conducted on how companies that sell to the education market are using social media. The way your organization uses social media will be directly influenced by how your customers and your target audience are using social media. The survey was conducted in February of 2011. It was conducted via an online survey to SIIA Education Division members, edWeb.net industry contacts, MCH education industry clients, C. Blohm & Associates clients, and the DOLS industry contact list. We received 182 completed surveys. This survey will help you benchmark where you are in developing your social media marketing strategy vs. other companies and organizations in the education industry.

G. Tahir, S. A. A. Rizvi, M. B. Khan & Farooq Ahmad (2017) investigates, Education is not only a need of developing nations but of the developed ones also. Realization of its importance, there are several trends emerging in education. Educational Marketing is one of the new emerging trends. Keeping in view the global importance of Educational marketing, this study was design to identify, analyze and compare the higher education marketing strategies of Pakistan and Malaysia. Twenty students were randomly selected from each university and ten private universities of Pakistan and Malaysia each. The data was collected through questionnaire from university students. There were seven keys of educational marketing, i.e. Program, Price, Promotion, Place, People, Process and Physical facilities. It was found that physical facilities and prominence were considered the most important marketing strategies while price and premium were considered as the least important ones. Malaysian Private Universities showed comparatively high mean scores of usage and importance of marketing strategies rather than Pakistani Private Universities. It was observed that new and modern programs, adequate location (place), highly qualified faculty (people), educational expos (promotion) and physical facilities

were examples of educational marketing strategies. Recommendations included that the variety of program offered by the universities may be helpful as marketing. The modern and new program attracted the students. Education Expo and Book Fair were the case of promotion of the universities. The suitable and approachable place increased the admission.

Jonathan Ivy & Eyad Al-Fattal (2010) investigates that for many educational administrators marketing has tended to focus on advertising, the institute's prospectus and open days. This research investigates marketing activities of private English as a Foreign Language Colleges in Damascus, Syria. A quantitative survey of students in four different EFL colleges in Damascus were interviewed, the results of which are reported on in this paper. The increasingly competitive English as a Foreign Language market in Damascus, Syria shows that the promotions element of marketing armoury is considered the least important amongst students in their selection of an EFL institute at which to study. Of much greater importance to students enrolled at private EFL institute in Damascus is the marketing mix elements of programme (the course itself), place (institute location and times of classes). The aspects of physical facilities (teaching and learning equipment, institute appearance and décor) and pricing issues (fees and payment terms) were also more highly rated than the people and promotions element of the marketing mix.

Yu-Chuan Che (2016) investigates the dynamic changes in higher education observed over the last 20 years have transformed the educational market. The potential value of promoting student satisfaction and loyalty in higher education has become a significant issue. This study investigates the directions and strengths of the relationships among marketing strategies, student satisfaction, and loyalty in Taiwanese higher education. Structural equation models were used to validate the measure and test the proposed relationships. The study tested two hypotheses: marketing strategies are positively related to student satisfaction (H1), and student satisfaction is positively related to student loyalty (H3). These findings indicate that student satisfaction is a key intermediate variable for marketing strategies and student loyalty. This study's results provide several important implications for managers in higher education.

Tijjng, B., Kamase, J., Labbase, I., & Plyriadi, A. (2017) examine and analyze the relevance of marketing mix and service quality on the students decision-making, the relevance of marketing mix, service quality on student satisfaction and the effect over decisions related on student satisfaction and the relevance of marketing mix and service quality on student satisfaction as a mediating role of students decision-making. Population in this study were all a new students in the study program management, education level of Bachelor degree of the academic year 2015/2016 in Makassar. There are 381 students were used as samples. Data were analyzed using Structural Equation Modelling (SEM) with support Analysis of Moment Structures (AMOS). This study provides findings that the marketing mix and service quality has a significant effect on students decision-making, marketing mix does not directly effect in student satisfaction, services quality and student's decision-making has a significant on student satisfaction. Marketing mix and service quality has a significant effect on student satisfaction as a mediating role of student's decision-making. These findings explain that the marketing mix directly affects decision-making, but has no direct effect on satisfaction; marketing mix can affect satisfaction if supported by the student's decision-making. Service quality affects directly and indirectly on satisfaction as a mediating role of decision-making.

Robert Seliga & Michał Chmielecki (2012) explore the nature of the marketing of higher education (HE) and universities in an international context. There is a substantial literature on the marketing of Higher Education and consumer behavior. Scholars provide evidence of the marketing strategies that have been implemented by HE institutions. However the literature comparing the choices of Polish and British students remains very limited, and this is relatively

uncharted territory. This paper compares the decision-making processes made by British and Polish students while choosing a university.

Conclusion:

The research field of higher education marketing is still at a relatively pioneer stage with much research still to be carried out both from a problem identification and strategic perspective. For those with a passion for research, and a belief in the power of promotion and marketing, there is still much to be done in the context of promotion of Educational Institutions.

References:

1. A. G. Tahir, S. A. A. Rizvi & M. B. Khan, Farooq Ahmad. J. (2017) - *Keys of Educational Marketing* - Appl. Environ. Biol. Sci., 7(1)180-187, 2017 © 2017, TextRoad Publication. Corresponding Author: Abdul Ghaffar Tahir, Ph.D Scholar at International Islamic University Islamabad. ISSN: 2090-4274, Journal of Applied Environmental and Biological Sciences.
2. Adil, A., Masood, M. & Ahmed, M. (2013) - *Age and Gender's Association with Information & Communication Technology (ICT) Usage into Educational Institutions of Pakistan* - Sociology Mind, 3, 325-332. doi: 10.4236/sm.2013.34044.
3. Bulley & A.Cynthia (2014) - *Strategic Marketing In Education Services The Case Of A Private Tertiary Institution In Ghana* - Central Business School, Central University College, Accra, Ghana. International Journal of Economics, Commerce and Management United Kingdom Vol. II, Issue 6, 2014 - ISSN 2348 0386.
4. Chris James & Peter Phillips (1995) - "The Practice of Educational Marketing in Schools" - Educational Management Administration & Leadership 1995 - Volume: 23 issue: 2, page(s): 75-88, University of Glamorgan Business School, Pontypridd, Mid Glamorgan CF37 1DL.
5. Co-sponsored by Software & Information Industry Association (SIIA) education division, edWeb.net & MCH Strategic Data (2011) - *Social Media Marketing in Education*.
6. David Morris, Arzmi Yaacob, Geoff Wood, (2004) - "Attitudes towards pay and promotion in the Malaysian higher educational sector" - Employee Relations, Vol. 26 Issue: 2, pp.137-150, <https://doi.org/10.1108/01425450410511052>.
7. Elisabeth Koes Soedijati, Sri Astuti Pratminingsih (2011) - *The Impacts Of Marketing Mix On Students Choice Of University Study Case Of Private University In Bandung, Indonesia* - 2nd international conference on business and economic research (2nd icber 2011) proceeding - Universitas Widyatama, Bandung, Indonesia.
8. Enache, I. C. (2011) - *Marketing higher education using the 7 Ps framework* - Bulletin of the Transilvania University of Braşov • Vol. 4 (53) •No. 1 – 2011 - Series V: Economic Sciences.
9. Jelena Gajić, (2012) - *Importance Of Marketing Mix In Higher Education Institutions* - Journal of Applied Sciences 2012, 9 (1): 29-41, ISSN 2217-8090, Singidunum university, department for Tourism and Hospitality management, 32 danijelova Street, Belgrade, Serbia.
10. Jonathan Ivy (2008) (Birmingham City University, Birmingham, UK) - *A new higher education marketing mix: the 7Ps for MBA marketing* - International Journal of Educational Management - Vol 22, No 4.
11. Jonathan Ivy & Eyad Al-Fattal (2010)- *Marketing Private EFL Programs in Damascus* - TESOL Journal Vol. 2, pp. 130-143©2010<http://www.tesol-journal.com>

12. Kotler, P., & Fox, K. (2014) - *Strategic Marketing for Educational Institutions* - Upper Saddle River, NJ: Prentice-Hall. Journal Name: Advances in Journalism and Communication, Vol.2 No.3, September 26, 2014.
13. Magdalena Platis & Eleonora Gabriela Baban (2013) - *The Role Of Marketing In The Education's Process* - University of Bucharest, Faculty of Business and Administration.
14. Mehrdad Alipour, Seyyed Hadi Hoseini, Ali Aghamohammadi & Reza Ahmadi (2012) - "A New Educational Marketing Mix: The 6ps for Private School Marketing in Iran" - Research Journal of Applied Sciences, Engineering and Technology 4(21): 4314-4319, 2012 ISSN: 2040-7467. © Maxwell Scientific Organization.
15. Monica Paula Rațiu & Emanuela Maria Avram (2013) - *Optimizing the Marketing Mix - An Essential Element in Developing Competitive Strategies in the field of higher education* - Romanian Economic and Business Review – Vol. 8, No. 1
16. Ms. Anindita Bose (2016) - *Social Media and Education Sector: Enriching Relationship* - Senior Academic Coordinator & Faculty-Management Studies, Institute of Leadership, Entrepreneurship and Development, WBUT. Commentary-4 - Global Media Journal – Indian Edition - Sponsored by the University of Calcutta - ISSN 2249 – 5835 - Summer Issue/June-2016/Vol. 7/No. 1.
17. Muthaa, G. (2018) - *Effects of the Strategic Values on the Performance of Technical Training Institutions in Meru County, Kenya*. Open Journal of Social Sciences, 6, 1-11. doi: 10.4236/jss.2018.69001.
18. Ogunnaike, O. Olaleke, Taiye Tairat Borishade, Nigeria. Sholarin Adeniyi & Odubela Oyeyemi Omolade, Nigeria (2014) - "Empirical Analysis of Marketing Mix Strategy and Student Loyalty in Education Marketing" by. ISSN 2039-2117 (online) - Mediterranean Journal of Social Sciences - Vol 5 No 23, ISSN 2039-9340 (print) - MCSER Publishing, Rome-Italy - November 2014.
19. Robert Seliga, Michał Chmielecki (2012), *International marketing in higher education – a comparison study between students' choices in Poland and the UK* - Journal of Intercultural Management Vol. 4, No. 4, December 2012, pp. 94–101.
20. Shahid Nawaz Khan & Imran M. Qureshi (2010) "Impact of Promotion on Students' Enrollment: A Case of Private Schools in Pakistan" - Faculty of Management Sciences, International Islamic University, Islamabad, Pakistan.
21. Silke Jurkowitsch, Claudio Vignali & Hans-Rüdiger Kaufmann (2006) "A Student Satisfaction Model For Austrian Higher Education Providers Considering Aspects Of Marketing Communication, - Special Edition on Consumer Satisfaction – Global Perspective 9 - Innovative Marketing, Volume 2, Issue 3, 2006.
22. Starck, K. & Zadeh, S. (2013) - *Marketing within higher education institutions - A case study of two private Thai universities* - Master Thesis in Business Administration 2013-05-29.
23. Tijjani, B., Kamase, J., Labbase, I., & Plyriadi, A. (2017) - *The Relevance of Marketing Mix and Service Quality on Students' Decision-Making Factors Regarding Higher Education and Satisfaction* - IRA-International Journal of Management & Social Sciences (ISSN 2455-2267), 8(1), 81-90. doi:http://dx.doi.org/10.21013/jmss.v8.n1.p9.
24. Vikas Gautam (2015) "An Empirical Test for Mediation Effect of Educational Institute's Image on Relationship between Marketing Elements and Parents' Loyalty: Evidence from India", Journal of Promotion Management, 21:5, 584-600, DOI: 10.1080/10496491.2015.1055040.

25. Yu-Chuan Che (2016) - *“The Impact of Marketing Strategies and Satisfaction on Student Loyalty: A Structural Equation Model Approach”* - Graduate Institute of Educational Policy and Administration, National Taiwan Normal University, Taipei, Taiwan. International Education Studies; Vol. 9, No. 8; 2016, ISSN 1913-9020 E-ISSN 1913-9039, Published by Canadian Center of Science and Education.