
TECHNICAL TEACHERS' TRAINING INSTITUTE, BHOPAL

Workshop on
"Marketing of Educational Institutes, Programmes and Services"

MARKETING COMMUNICATIONS

MARKETING COMMUNICATIONS – OVERVIEW

The Marketing Communication Mix

- ▶ Product Communicates
 - ▶ Price communicates
 - ▶ Place communicates
 - ▶ Promotion communicates
 - ▶ Advertising communicates
 - ▶ Personal Selling communicates
 - ▶ Sales Promotion communicates
 - ▶ Publicity communicates
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Product Communication

Product personality as a whole communicates. In physical products, physical features, package, brand name / company name communicate. In educational products, look at the following:

- A high-sounding course name conveys a different message than an ordinary sounding course name (Change of some courses to B.E. (Information Technology) when IT was the flavor of the season)
- A glossy brochure versus a leaflet photocopied on a dirty sheet of paper

- Course content
- Faculty for a course
- Brand image of the institution
- Name of the institution (Indian School of Mines, Dhanbad offers many courses not related to mining, but not many are willing to join)

Price Communication

Price-quality equation

Price-status equation

Price-value equation and the concept of reasonableness

Place Communication

How would you have reacted if this programme were held at a five-star beach resort?

ADVERTISING

Defined as “any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor”.

Advertising depends on a thorough understanding of the buying process and psychology of the target audiences. Three key points to be kept in mind:

1. Should be of interest to the audience
2. The audience should interpret the message in the intended manner
3. The advertisement should influence the audience

Factors in an Ad that Bring About Audience Persuasion	
1. The source or the endorser	<ul style="list-style-type: none">• The credibility of the source• Likeability / attractiveness of the source• The source’s approach to the views and dispositions of the audience
2. The message	

- The message structure
 - Message sidedness
 - Order of presentation
 - Climax order
 - Anti-climax order
 - Pyramidal order
 - Message conclusion

- The message appeal
 - Rational Appeals
 - Features oriented
 - Function oriented
 - Brand to brand comparisons

 - Emotional Appeals
 - Love, affection, enjoyment
 - Fun and humour
 - Sense of prestige
 - Yearning for distinctiveness and luxury
 - Feeling of envy, fear of uncertainties etc.

Main Decision Areas in Advertising

- a) Deciding the advertising objectives
- b) Deciding the budget
- c) Deciding the copy and artwork
- d) Deciding the media

MOST IMPORTANT – KEEP MESSAGE SIMPLE AND SHORT

1. **Minds are limited.** There is an explosion of information and meaningless jargon.
2. **Minds hate confusion** and complexity. So it is worthwhile to aim for oversimplification.
3. **Minds are insecure.** When people are uncertain, they often look to others for help. That's why one of the oldest devices known to professional communicators is the testimonial.
4. **Think simple.** Aesop's fables and stories of Panchatantra are popular because they are simple.
5. **Never ignore the obvious.** Obvious ideas tend to be powerful ideas, because they'll be obvious to the market as well.

SALES PROMOTION

Sales promotion includes those activities that supplement both personal selling and advertising, and coordinate them and make them effective, such as displays, shows, demonstrations and other non-recurrent selling efforts not in the ordinary routine.

Some sales promotion techniques used by educational institutions:

- ❖ Trade fairs and exhibitions
- ❖ Contests, Quizzes, Competitions
- ❖ Event Sponsorships
- ❖ Coupons, Free Offers, Discounts etc.

PUBLICITY

Publicity is unpaid and often more effective than advertising.

Important to maintain relations with media and to cooperate with their efforts.

Most Important – In times of crisis or scandal, keep communicating since no facts can be as bad as fiction.

PERSONAL SELLING

Face-to-face transaction with prospective customer / consumer / influencer

Key Points For Effective Personal Selling in Education

- a) Build credibility
- b) Advise as a guide and mentor
- c) Do not appear to be trying to sell
- d) Know your product, be thoroughly prepared
- e) Better listening makes better communicator

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