

**Advertisement of Educational Institutions and their Impact on the Student Enrollment in  
Twin Cities of Pakistan.**



**By:**

Faizan Shaukat

(01-120141-009)

**Supervisor:**

**Sir, Firdous Ahmed Shehri**

**Department of Management Science**

**Bahria University Islamabad**

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Viva Date

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Names of Student(s):

Name: Faizan Shaukat

Enrollment No: 01-120141-009

Class: MBA (3.5 Years)

Approved by:

---

Sir Firdous Ahmed Shehri

---

Sir Qazi Ahmed

---

Sir Adeel Hashmi

---

**Dr. Sarwar Zahid**

Research Coordinator

---

**Dr. Muhammad Ali Saeed**

Head of Department - Management Sciences

## **Abstract**

The review examines the variables influencing understudy's enlistment choice when they run over with choice of HEI's. The fundamental goal of this review is to investigate those variables that emerge extremely basic in affecting and deciding understudy's participation choice in HEI's. The review exhibits the elements which are Advertisement, University Reputation and external components (Cost, Location, Reputation, Advancement, and Facilities). The review portrays blended comes about; all elements are discovered in some way or another critical in choice of Institutes. The component Career has been found as the most favored one for understudies to seek after in HEI's. The three variables have discovered fundamentally identified with understudy enlistment choice. The component "office" is the most compelling property found in deciding understudy enlistment choices in HEI's.

**Keywords:** Advertisement; Student's Enrollment Decisions; Higher Education Institutes (HEI's).

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