

**“IDENTIFYING THE EDUCATIONAL MARKETING
TOOLS THAT IMPACT STUDENTS’ ENROLMENT IN
HIGHER EDUCATION INSTITUTIONS.”**

BY

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A thesis presented to the Department of Management Sciences, Bahria University
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of the MBA degree




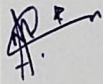

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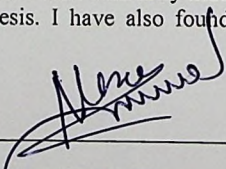
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Abstract

Purpose This study aims to identify the educational marketing tools that impacts students' enrolment in higher education institution. In today's competitive world, higher education institutions are exposed to immense competition. In order to deal with this competition, the higher education institutions need to develop effective marketing strategy.

Methodology/sample- For this research data was collected from a sample of 300 respondents including students and administrative staff members. The data was analyzed using statistical method i.e. Friedman test in order to check the priority of the variables.

Findings- The analysis and comparative results clearly suggested that respondents believed that Personal Selling, word of mouth and direct marketing are the top three marketing tools that are effective in attracting students. Other factors also included Advertisement and Public relations.

Practical Implications- The outcomes of the research might help the institutions' decision makers as this study will help universities to make effective marketing strategies by providing insights to them that what factors are important for customer i.e. students to take admission in universities. It is also significant because it will help universities to increase their market share by attracting more students.

Keywords: Higher education institutions, Personal selling, Word of mouth, Direct marketing

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