

Research on the Marketing Strategy of Private Colleges -- Taking Chengdu Neusoft College as an Example

Meng Chen^{a,*}, Long Jie^b, Liangjun Lv^c

*Faculty of Management & Economic University of Pendidikan Sultan Idris, Tanjung Malim,
Malaysia*

^achenmeng@nsu.edu.cn, ^blongjie077@163.com, ^clvliangjun@nsu.edu.cn

**Corresponding author*

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Abstract: The current social pressure is increasing year by year, and the total source of students is decreasing. The enrollment of private colleges has become a big problem. Relying on traditional enrollment can no longer solve the current problem. It is necessary to introduce marketing strategies from the traditional sales industry to the education industry. If our college wants to grow, it must make collective strategies and efforts. This paper puts forward marketing strategies to adapt to the development of Chengdu Neusoft College from three aspects: education mode, publicity mode and paying attention to student evaluation.

1. Research Background

In recent years, the population of higher education has decreased year by year. The public's idea of "if you can go to college, you won't go to college, if you can go to public schools, you won't go to private schools" is hard to reverse. The enrollment scale of public undergraduate universities, independent colleges and public colleges is expanding, and even some foreign universities come to China to recruit students[1]. Facing fewer and fewer students and more and more competitive schools, the development of private vocational colleges in China is really difficult. At this time, we can only rely on our collective wisdom and efforts to seize all marketing opportunities to survive, develop and grow[2].

At the same time, with the opening up and the continuous development of the economy, all walks of life in China are developing rapidly, and the education industry has also received great benefits. School is the carrier of education implementation[3]. Therefore, the strong market demand has greatly promoted the rapid development of China's private school market. Therefore, how to promote the accurate and scientific positioning of private schools in the fierce market competition environment, how to build a reasonable and feasible marketing strategy according to the industry development and its own reality, and how to obtain the market competitive advantage of private education industry are the key contents of this paper[4].

2. Research on Marketing Strategy

Philip Kotler defines the concept of marketing as follows: marketing refers to the creation, offering and sale of individuals and groups, and exchange products and values with others in order to obtain what they want[5]. The concept of service marketing: service marketing refers to the comprehensive adaptive behavior of service organizations to meet the needs of consumers through active interaction with consumers in the production and provision of services. Education belongs to the service field. Educational marketing refers to the marketing activities of educational institutions. Combined with the actual situation of our school, it is to explore how to improve the popularity of our school, establish a good brand, and obtain high social recognition. Influence factors' research model are shown in Figure 1.

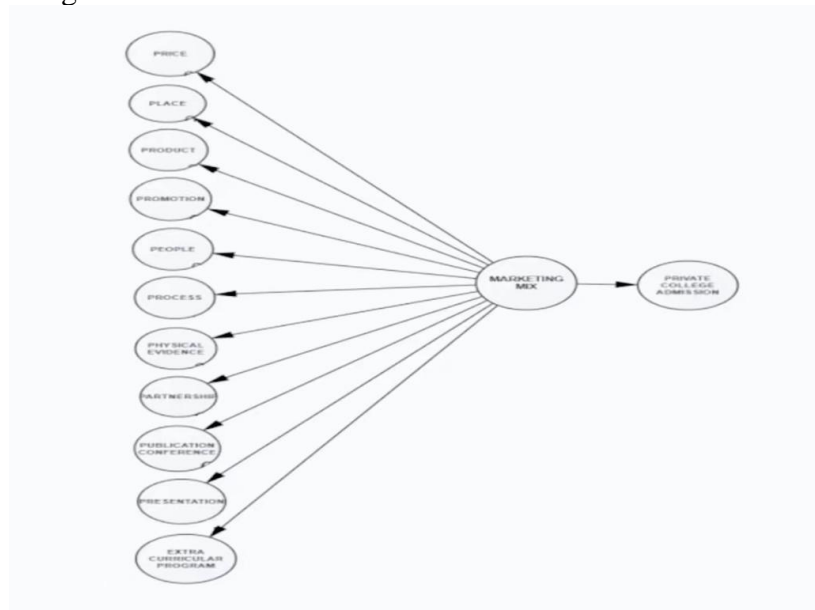


Figure 1: Research model.

(1) Educational model--Expand enrollment

At present, our college mainly carries out academic education. With the development of economy, the knowledge system is updated with each passing day. More and more enterprises pay more attention to the advancement of employees' knowledge and work skills. Enterprise employees are also eager to improve their ability and business level. In view of this social phenomenon, our university should seize the opportunity and make use of its advantages as a "higher education unit", Vigorously expand non academic education and strive to sign long-term internal staff training orders with counterpart enterprises[6]. Non academic education mainly includes a series of contents such as various staff training, vocational skills training and appraisal. This can not only expand the source of students and increase the income of the college, but also establish a good cooperative relationship with relevant enterprises to expand the channels for future employment of college students[7].

The college can also vigorously develop the "order class" training mode. Sign order cultivation contracts with relevant enterprises. Jointly responsible for a series of education and teaching activities such as enrollment, training and employment. "Order class" students receive tailor-made professional training at school and directly enter relevant enterprises after graduation. This mode is a reassurance for parents and students because of its professional counterpart and employment guarantee, which is conducive to college enrolment[8]. For the college, the help and cooperation of enterprises in terms of teachers, vocational skills and school running facilities can promote the

sustainable development of the college[9].

With the advent of economic globalization, higher education presents an international trend. During school, if you have the opportunity to study abroad, it will undoubtedly give students more chips for their own development and future employment[10]. Therefore, the college should actively explore the mode of international cooperation in running schools to create better learning opportunities for students. It can also attract parents and students with international vision and eager for international learning experience. Each subunit offers 1 to 2 core courses, which integrate different fields, giving students a certain degree of freedom to choose, instead of allowing students to choose freely is shown in Figure 2.

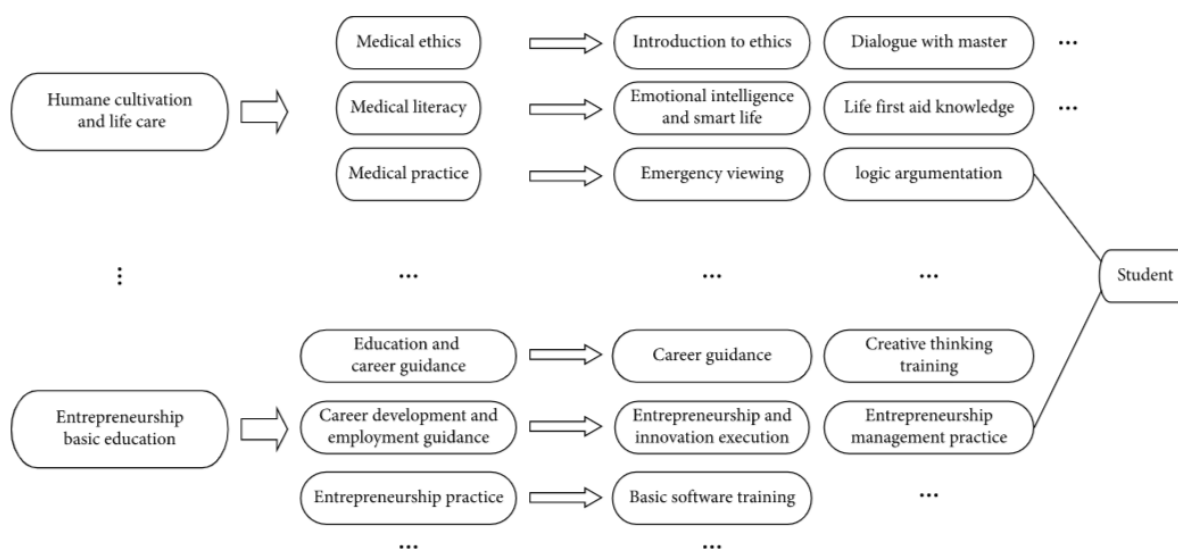


Figure 2: Design ideas for holistic education elective courses.

(2) Publicity mode--establish excellent brand

When it comes to publicity, the first thing that comes to mind is advertising. The traditional recruitment advertisement is no different from introducing the basic information of the college. It is uniform and has no new ideas[11]. A few years ago, the publicity film "Diary of the stars" of Peking University told about the persistence and dream of a young student. At the same time, it also showed the inclusiveness and broadness of the school, which also caused an impact in society. Today's parents and students are living in the Internet age. Their vision, ideas and predecessors are different. How to attract them, and seem to be so casual, can we get their trust and recognition. It is suggested that advertising investment is a long-term process and plays a role of gradual penetration. For example, teachers and students are encouraged to participate in the competition and obtain excellent results, and then strive for media coverage; By telling the hard won teaching and scientific research achievements of teachers, how excellent students grow up and experience, real people, true things, natural affinity, and can also stimulate the public's empathy[12].

The college regularly invites celebrities and experts to make reports, speeches, exhibitions and other activities to improve its popularity, recognition and exposure. At the same time, we can also set up campus open days to let people from all walks of life enter the campus, feel the atmosphere of the college and enhance understanding.

Teachers of the college can make full use of their professional knowledge and practical experience to go deep into relevant enterprises, conduct high-level lectures, or help enterprises solve practical problems[13]. This can not only improve the income of the college, but also show the charm of the college and teachers, so that all potential customers in the society can understand

the characteristics and education level of the college[14].

The college should also actively organize students to participate in social welfare activities, such as volunteering in nursing homes and welfare homes to care for the elderly and children; Regularly carry out relevant knowledge consultation and answer activities in the streets, and voluntarily clean public places for the convenience of community residents; To some schools with less developed conditions[15]. Through these activities, we have established a good image of the college, formed public praise, and invisibly made the best publicity for the college. The process to collect data about advertising can be represented in Figure 3.

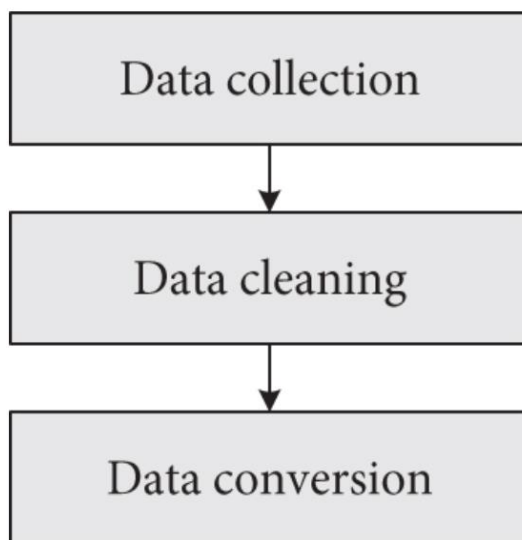


Figure 3: Data flow chart.

(3) Student publicity mode--strive to win public praise

The reputation of the college is the most authentic and reliable from the students and graduates. Therefore, the college must attach importance to students' views and descriptions of the college. Always listen to their voices[16]. What are the problems encountered in the study and life of the school, the opinions and suggestions on the development of the college, and even the incomprehension and dissatisfaction with some phenomena. Colleges should send their favorite and trusted mentors to communicate in time, answer doubts and eliminate misunderstandings. Only in this way can they make positive publicity when introducing their college and university life to their high school students and friends in society in Table 1.

Table 1: Publicity method

We Media Platform	Official account, Sohu, Zhihu, RED, AAuto Quicker, TikTok
Search engine optimization	Site content optimization, Content optimization, External chain construction
Word of mouth communication	Q&A marketing promotion, word of mouth, forum marketing, social media platform promotion, encyclopedic marketing, video marketing, incentive sharing, Empirical marketing
Oral communication form	Discussion and speech

The college can also carry out the activity of "high school students returning to their alma mater" every spring. Let some outstanding freshmen return to their alma mater and speak for themselves. Show your changes in more than half a year, and answer questions for younger students and younger students. The college can also take advantage of this opportunity to carry out enrollment promotion activities. Such propaganda is more natural, authentic and credible. On the occasion of

the teacher's day every year, students can also be organized to send the school's exclusive customized postcard to the headmaster or headmaster of the middle school to bring a greeting and express gratitude[17]. It has also imperceptibly improved the popularity of the college. The college can also set up scholarships and grants named after the college in some middle schools with abundant potential students. Excellent students can receive it every year. In the long run, it can not only make the poor and outstanding students realize their dream of University, but also improve the reputation of society[18].

The college can regularly invite outstanding graduates to return to the school to tell the students about their interview experience, work conditions, and the glory and hardship of engaging in relevant work[19]. At the same time, they can also regularly report their stories and recent situations on the official account of the college to encourage students to learn from experience and work hard. It also provides a good opportunity for other potential customers to understand the college, the hot majors of Neusoft College and the future prospects[20]. Private college freshmen's college satisfaction, sense of achievement, student happiness and sense of belonging, as illustrated in Figure 4.

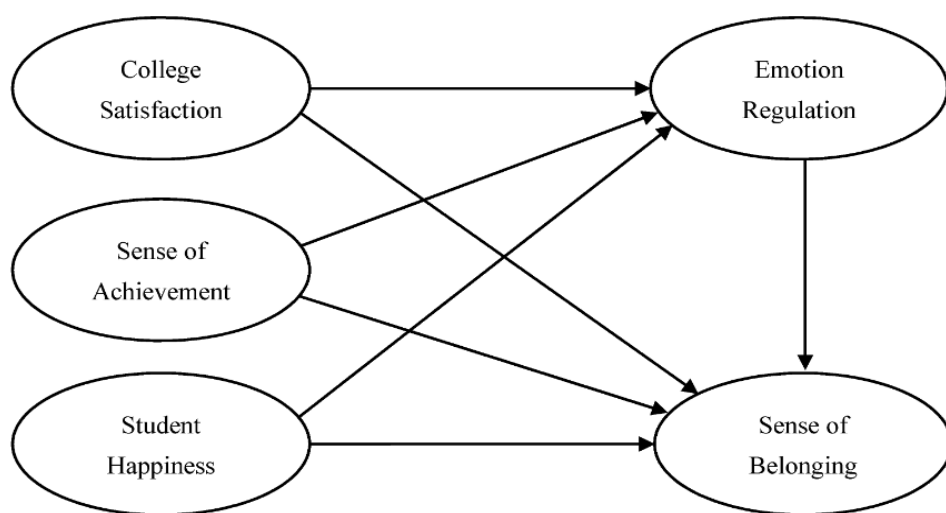


Figure 4: Conceptual model of relationships among college satisfaction, sense of achievement, student happiness, emotion regulation, and sense of belonging.

3. Conclusions

The 21st century is full of opportunities and challenges for our college. On the one hand, the vigorous development of the IT industry makes this industry like the rising sun with a bright future. On the other hand, our college has not invested in this field for a long time and has not had much experience. There are still many places to explore and improve. Only by discarding old ideas, injecting new ideas and vitality, can the marketing concept be implemented in all aspects of the college's specific work. The college can seek greater and better development.

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