

Research on the Design Strategy of the University Brand System

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Abstract: The construction of university brands plays a positive role in expanding the influence of universities and promoting high-quality development. To effectively enhance the influence of university brands, systematic solutions are provided for the design and construction of university brand systems. Based on the tool of "Message house", an exploratory research method was used to establish the university brand house and design the university brand system by combining the factors that affect the university brand construction. Based on the architecture of the "Message house", six levels of university brand system design, including strategic level, perception level, content level, stakeholder level, expression level, and support level, were identified for detailed sorting. Relevant resources of universities were integrated to construct the "Brand house" of university brand system architecture, providing effective solutions for university brand construction. The design and continuous promotion of the university brand system effectively promote the reputation of the university and actively promote the high-quality development of the university. Based on the advantages and characteristics of universities, universities continue to enrich their own "Brand houses", allowing the brand construction of universities to be systematically carried out, and allowing the brand influence to contribute to the improvement of the university's reputation and high-quality development.

1. Introduction

With the advent of the era of big data and the transformation of media forms, universities pay more and more attention to their brand construction. The symbolic change of university branding comes from the specialization and cultural nature of university management. [1] The design of the university brand system involves all aspects of information and resources of colleges and universities. University brand creation is from the content, visual, auditory, touch, and other parties facing stakeholders so that stakeholders can trust colleges and universities more, establish a sustained good relationship, and promote the high-quality development of colleges and universities. What strategy is adopted in the design of the university brand system? It will have a direct impact on the university's brand influence. It's necessary to explore the construction of a "brand house" for university brand system from the perspectives of innovation, standards, culture, etc. through the "Information Home" tool and the actual situation of universities [2]. In the process of continuous optimization, university

brands serve the high-quality development of universities.

2. Materials and Methods

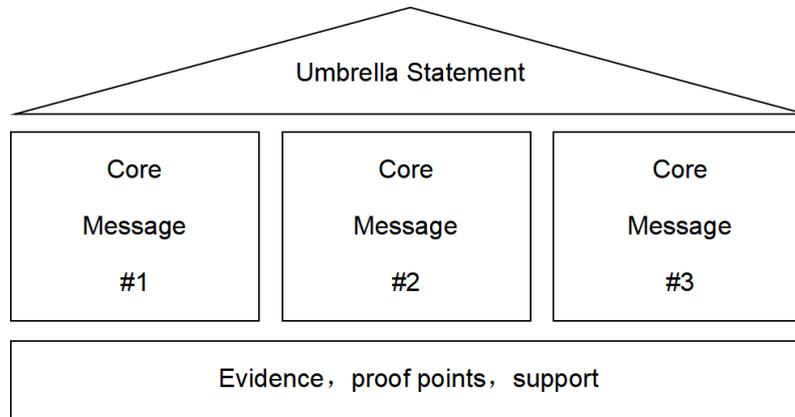


Figure 1: Message house model.

The effective method is utilizing the "Information Home" (see Figure 1 for details) tool [3], combining with the promotion points of university brand building. The research adopts exploratory research methods and uses structured tools to sort out the dimensions of brand information points and system design, thereby constructing a "brand home" for universities. [4]

3. Existing Problems

3.1. The Brand System of Universities is not Sound.

Universities now have a sense of building brands, but there is not enough comprehensive and systematic consideration in the system of brand building. Instead, they only implement a specific thing at the execution level to promote the brand. From the top-level design of universities, there is a lack of design for the university brand system, resulting in an incomplete university brand system.

3.2. Uneven Brand Awareness in Universities.

There are differences in the level of brand awareness within universities. Some believe that brand building and communication are the job responsibilities of the university's brand communication department, while others believe that as long as the highlights of the school are promoted, it is the brand these inconsistent perceptions bring great resistance to the brand building and dissemination of universities.

3.3. Incomplete Application of University Brands.

Due to the incomplete system and inconsistent cognition, the content of brand applications is limited, resulting in significant one-sidedness in the application. Even though universities have departments for brand communication, the lack of sources of brand content leads to difficulties in the process of brand application, which hurts the construction of university brands.

3.4. University Brand Communication is not Focused

The lack of a sound brand system in universities directly affects the quality and effectiveness of

brand communication, making it difficult to effectively focus on the brand for communication. In practical work, a large number of communication actions have been made, which will gain a certain level of audience attention. However, if the brand communication is not focused, the influence of university brands cannot be fully reflected.

4. University Brand System Design

With the help of "Message house" tools, fully combined with the characteristics and discourse system of universities, the brand system of universities is combed and constructed from six levels, including the Strategic layer, Feeling layer, Content layer, Stakeholder layer, Expression layer, and Support layer, and the brand system of universities is constructed as follows (See Figure 2 for details):

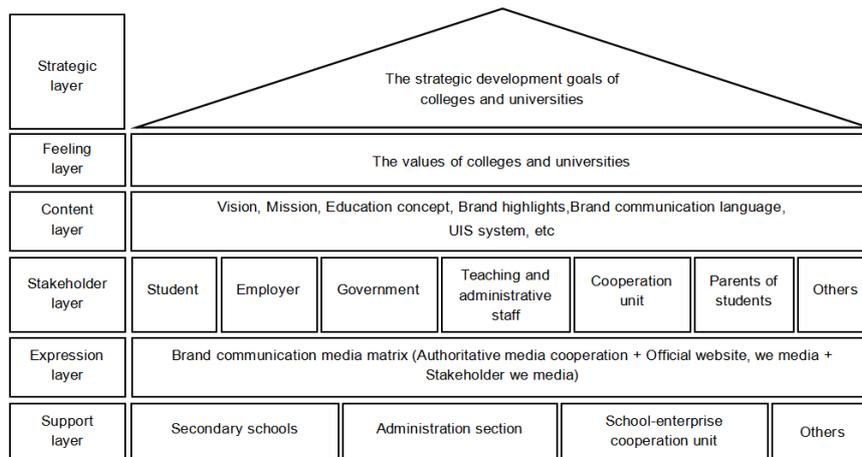


Figure 2: University brand system architecture diagram.

4.1. Strategic Level: The Strategic Development Goals of Colleges and Universities

According to George R Terry's management theory, management should be carried out based on the key points of organizational goals. The university brand, as a key element in management, needs a strategic goal to help improve the image of the school [5]. University's strategic development goal is the top design of strong brand system traction elements, in the roof of the university brand system, pointing out the direction for the university brand construction, through the brand image design of university strategic target visualization, letting stakeholders can be directly identified, so it is easier to reach a strategic consensus, through the brand image promotion of fu, to achieve strategic goals of colleges and universities.

4.2. Feeling Layer: The Values of Colleges and Universities

The adherence to and co-creation of university values play a key role in building and helping the brand influence and reputation of the university. [6] In the construction of the brand system, the most accessible stakeholders can feel the values of universities. Only by recognizing the values of universities can they connect with universities and make choices in study, employment, and cooperation. The values of colleges and universities are the strong supporting elements of the brand construction of colleges and universities. They are in the main beam of the brand house in the brand system of colleges and universities, which stabilizes the ideology for the brand construction of colleges and universities. This feeling plays an important role in supporting the dissemination of the brand influence of colleges and universities.

4.3. Content Layer: Vision, Mission, Education Concept, Brand Highlights, Brand Communication Language, UIS System, etc

In the design of the university brand system, there must be clear content to support the brand structure. Content is the auxiliary support factor for the design of the university brand system. It is in the auxiliary beam position of the Brand house in the university brand system, which provides rich content support for the construction of the university brand.

4.3.1. Vision of Colleges and Universities

Colleges and universities should find the correct positioning of running a school, to obtain effective brand competitive advantages. [7] The vision of a university is a direct embodiment of the school-running positioning, and also plays a certain guiding role in brand building, so that stakeholders can recognize the university, and in the process of brand communication, through the vision to convey the organizational ideal of universities, to form a good brand influence.

4.3.2. Mission of Colleges and Universities

University mission embodies the strong social responsibility and educational beginner's mind, for the university brand image building plays a vital role, stakeholders recognize the mission of universities, will form a strong charisma and cohesion, for university brand influence play a strong role, improve the competitiveness of colleges and universities, promote the sustainable development of colleges and universities. [8]

4.3.3. Educational Concept of Colleges and Universities

Colleges and universities should improve their brand image by strengthening the quality of education. [9] Teaching quality is the direct factor of the brand and reputation of colleges and universities, university education concept is the key to teaching quality, and the brand construction in college quality to directly to the systematic visual design, letting stakeholders intuitively understand the education concept of colleges and universities, confidence in the teaching quality of colleges and universities.

4.3.4. Brand Highlights of Colleges and Universities

In the brand construction of colleges and universities, the appropriate entry point should be determined to fully show the image positioning of colleges and universities. The key to the brand entry point is the brand highlight. The advantages, running, characteristics, running achievements, and differentiation of colleges and universities can be extracted as the elements of the brand highlight. After extracting the highlight, it is necessary to start from the perspective of communication efficiency to be highly concise.

4.3.5. Brand Communication Language of Colleges and Universities

In the process of brand communication in colleges and universities, different stakeholders have differences in the understanding and understanding of the brand. To ensure the effect and quality of brand communication, a unified brand communication language is needed to standardize the words of brand communication and avoid the deviation of communication information. Brand communication language can be extracted from the policy documents, important speeches, and other materials of universities, and the standard requirements for use should be clarified.

4.3.6. UIS System of Colleges and Universities

Brand image design is an important part of the brand construction of colleges and universities, which directly affects the intuitive cognition of stakeholders to colleges and universities, and has distinct cultural attributes and brand recognition of colleges and universities. [10] UIS system of colleges and universities is the core content of the brand image design, in the digital age, the university importance of the UIS system construction degree is higher and higher, and the establishment of a set of perfect UIS systems for the university brand image promotion plays an irreplaceable role, in the UIS system construction should give full consideration to the cultural elements of brand construction present form and effect.

4.4. Stakeholder Layer: Students, Employers, Government, Faculty and Staff, Cooperative Units, Students' parents, and others

The service object of the university brand system is stakeholders. Only stakeholders can deeply support the sustainability of the university brand through brand recognition and maintenance. [11] Stakeholders are the source power factor of the construction of the university system, and they are in the pillar position of the Brand house in the university brand system, providing power support for the construction of the university brand.

4.4.1. Student

College brand attraction is the embodiment of student satisfaction, trust, and loyalty. [12] Students are the main objects of university services. Students are not only the beneficiaries of the brand influence of universities, but also the creators. Colleges and universities generally recognize the educational concept of being "student-centered", and the brand influence generated by the positive attention of students is especially critical for the design of the brand system of colleges and universities.

4.4.2. Employer

The quality of talent training in colleges and universities needs to be tested by employers. Employers should make an objective evaluation of the graduates trained by colleges and universities, which has a direct impact on the brand building and reputation of colleges and universities. Colleges and universities attach great importance to the quality of students' employment, which is not only related to the quality of talent training in colleges and universities but also related to the brand influence of colleges and universities. Universities with high employment quality generally have strong brand influence.

4.4.3. Government

The government is the policy and resource supporter of the sustainable development of colleges and universities. The examination and approval of school running qualifications, the evaluation of school running quality, the support of local resources, and project policies are all within the jurisdiction of the government. The government will carry out qualification evaluation, audit and evaluation, professional certification, and award evaluation for colleges and universities through scientific evaluation methods, which will play an authoritative role in reciting the brand influence of colleges and universities.

4.4.4. Teaching and Administrative Staff

Experience-centered service has a positive impact on the university brand. [13] The staff are the main components of colleges and universities. The experience of the school and the education and teaching of students directly affect the experience of students. In the design of the university brand system, the staff and students influence each other, which plays a basic role in enhancing the brand influence of universities.

4.4.5. Cooperation Units

Universities meet the needs of national strategy and local economic and social development. The relationship between universities and cooperating units is a cooperative community. The objective evaluation of universities through resource integration, university overlap, and brand influence units has a positive impact on improving the brand influence of universities.

4.4.6. Parents of Students

Universities pay attention to interaction with students' parents in the process of running schools. Parents' choice to send their students to university is approved by the school. In the process of students receiving education, universities should strengthen active interaction with their parents. Parents are most concerned about their students' growth, which is consistent with the educational goals of the school. Students will become the main driving force behind the construction of university brands.

4.4.7. Others

The development of universities involves various social factors. For example, in private universities, it is also necessary to consider the interests of investors, especially for-profit universities, which need to meet the requirement of increasing shareholder income every year, which will have a direct impact on the brand influence of the university.

4.5. Expression Layer: Brand Communication Media Matrix (Authoritative Media Cooperation + Official Website, We Media + Stakeholders We Media)

The design of the college brand system is the basic work. After the design and construction, it needs to be promoted through extensive channels to comprehensively and continuously express the brand image and content of colleges and universities. Universities can promote the brand through digital media and interpersonal interaction. [14] The media matrix is the communication channel element of the design of the university brand system. It is in the beam of the Brand house in the university brand system, providing channel support for the implementation of university brand communication.

4.5.1. Authoritative Media Cooperation

University brand communication must have authoritative media can assign, authoritative media is the national and local official media, the authority of the part of the media, enhance the audience of college brand communication content credibility, in the era of digital media, authoritative media will take the initiative to college brand fu, develop more exclusive channels and platform, power university brand communication.

4.5.2. Official Website and We Media

The official website and media built by universities around the brand system are the main position of university brand communication and play a role as a platform for disseminating official information and interacting with stakeholders. In the era of financial media, universities are also establishing their own financial media centers, integrating campus communication resources, focusing on brand communication, and providing a comprehensive guarantee for the efficient brand communication of universities.

4.5.3. Stakeholders We Media

Stakeholders of college brand recognition will take the initiative through their own media forward promotion, in the era of the media, everyone is a media, and the transmission of the matrix is far beyond our imagination, especially the attention of the media, will itself beyond the propagation of the media, and increase the credibility of the spread.

4.6. Support Layer: Secondary Colleges, Management Departments, University-enterprise Cooperation Units, and others

The supporting layer is mainly the executive unit element of the design of the university brand system, which is in the foundation position of the Brand house in the university brand system, and plays a basic supporting role for the university brand system. After the design of the university brand system, strong implementation is needed to give full play to the value of the university brand influence.

4.6.1. Secondary Colleges

As the grass-roots teaching units of colleges and universities, the secondary colleges and universities should refine and output the results according to the overall arrangement of the brand building of colleges and universities, to provide more high-quality input for the brand-building content of the brand building of colleges and universities, which is the foundation of brand building. The brand communication points built by colleges and universities need to be implemented by the secondary colleges in the operation process to accumulate the content to support the brand communication of colleges and universities.

4.6.2. Administrative Department

As the administrative units of colleges and universities, the administrative departments of colleges and universities should strictly implement the brand planning of the university and provide policies and resource guarantees for the education and teaching of colleges and universities. The specific implementation unit in the construction of the university brand system is the brand communication department of the university, which plays an important role in the process from formulating the brand system to traction implementation, effect feedback, and continuous improvement.

4.6.3. University-enterprise Cooperation Unit

School enterprise cooperation units are rapidly developing application-oriented units. The uniqueness of school enterprise cooperation units is an important component of the university brand system. The different perspectives and platforms of universities and corporate cooperation units in promoting university brands is able to achieve a doubling of brand influence.

4.6.4. Others

As a separate university, the implementation level is relatively single. But as collectivization of colleges and universities, group level to university brand system of top design and assign, in the relationship between the support by single university college-secondary college two levels into the group-college-secondary college of level 3, and the process of execution will increase more dimensions, help to improve university brand influence.

5. Conclusion

The design and continuous promotion of the brand system of colleges and universities have made the reputation of colleges and universities effectively spread, actively boosting the high-quality development of colleges and universities. The architecture of the university brand system, "Brand Home," provides design ideas for the construction of university brands. Through multidimensional integration of university related resources, emphasizing branding, and from top-level design to implementation, a comprehensive solution has been provided. Based on its advantages and characteristics, colleges and universities should add personalized elements and content to the "brand house". Ultimately, brand influence will become the driving force for the colleges and universities to enhance its reputation and high-quality development.

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