MARKETING COMMUNICATION TOOLS – NEED OF INNOVATION AND EFFECTIVE MIX FOR THE MANAGEMENT AND TECHNICAL INSTITUTES

Dr Asha Thakur
Email: a.ashu95@gmail.com

Ujjwala Khachane Narkhede
Email: vaidehi1210@gmail.com

Faculty of Commerce
Rashtrasant Tukadoji Maharaj Nagpur University

ABSTRACT

To face the Competition and to run the profitable Institutions crucial thing is brand building. In the brand building process key of success completely depends upon the continuous process of communication with your present and prospective Students. Marketing communication provides the means by which brand and organisations are presented to their audiences. Traditionally there are five main marketing communication disciplines or tools: advertising, sales promotion, personal selling, public relations and direct marketing. While new and innovative forms of communication through sponsorship, floor advertising, video screens on supermarket trolleys and check-out coupon dispensers, and the Internet and associated technologies are introduced. But effective communication requires the selection and integration of an increasing variety of communication media and tools.

Keywords: Marketing Communication, Effective Mix, Communication Tools, 4C’s, Brand Building

INTRODUCTION

Marketing communication is the tool a Institute uses to deliver a range of promotional message to its targeted student. Technical Institutes use a range of marketing communication to promote their Institutes to attract admissions, to build brand, to expand their educational activities. All organisations – Commercial, Govt, large and small, charities, educational and other social organisations – need to communicate with a range of people in the society. This may be in order to get materials and services to undertake their business activities. The Consumers/Students get the variety to choose from. Marketing communications provides a core activity so that all interested parties can understand the intentions of others and appreciate the value of the goods and services offered. Above all marketing communications should be an audience-centred activity.

Need of Innovation and Effective mix for the Management and Technical Institutes.

1. To find out the receivers of the messages;
2. To set the message, what should it say;
3. To set the image of the organisation/brand which the receivers are to form and retain;
4. To set the budget. How much is to be spent on establishing this new image;
5. To decide the communication tools. How the messages are to be delivered; Research
6. To predict the students behaviour. what actions the receivers should take;
7. To control the whole process once implemented;
8. To determine what has been achieved.

THE MARKETING COMMUNICATIONS MIX

The marketing communications mix consists of a set of tools that can be used in various combinations and different degrees of intensity in order to communicate with a target audience. In addition to these tools or methods of communication, there are the media, or the mediator by which marketing communications messages are conveyed. Tools and media should not be confused, as they have different characteristics and seek to achieve different goals.

MAJOR MARKETING COMMUNICATIONS TOOLS

1. Personal Selling:
2. Sales promotion:
3. Public relations:
4. Direct marketing and:
5. Advertising:

New forms of promotion have been developed as per the need and demand from changing market and environmental conditions. For example, public relations are now seen by some to have both marketing and a corporate dimension. To establish closer relations with students, direct marketing is now recognised as an important way, while new and innovative forms of communication through sponsorship, floor advertising, video screens on supermarket trolleys and check-out coupon dispensers, and the Internet and associated technologies, leaflet distribution, SMS campaigning are developed. For the effective communication it requires the selection and integration of an increasing variety of communication tools. The marketing communication mix shown in below Figure 1 attempts to reflect these developments, and represents a new promotional configuration for Technical Colleges.

![Figure 1. The tools and Media of Marketing Communication Mix](image)

Effectiveness of the Promotional Tools Each element of the promotions mix has different capacities to communicate and to achieve different objectives. The effectiveness of each tool can be tracked against the admission decision process.

Each tool of the mix can be compared with the help of No. of criteria: 4C’s as per given below.

**4’ C: CRITERIA**

a) Cost: Compare for overall expenses for the compare, cost to reach per student, compare the wastage, size of investment per student
b) **Credibility**: Compare the response given by the targeted students

c) **Communication**: Compare the ability to deliver the personal message to the students, compare the ability to reach to the maximum students, Compare the interaction capacity to students.

d) **Control**: Compare the ability of the tool to reach to the particular students, Compare the flexibility of message according to the change in situation.

Compared alternatives of the above 4C are given in the following chart:-

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Advertising</th>
<th>Personal Selling</th>
<th>Sales Promotion</th>
<th>Public Relation</th>
<th>Direct Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Cost</td>
<td>High</td>
<td>High</td>
<td>Medium</td>
<td>Low</td>
<td>Medium</td>
</tr>
<tr>
<td>2. Credibility</td>
<td>Low</td>
<td>Medium</td>
<td>Medium</td>
<td>High</td>
<td>Medium</td>
</tr>
<tr>
<td>3. Communication</td>
<td>Low</td>
<td>High</td>
<td>Low</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>4. Control</td>
<td>Medium</td>
<td>Medium</td>
<td>High</td>
<td>Low</td>
<td>High</td>
</tr>
</tbody>
</table>

You will also have to keep yourself ready with the answer of following questions:-

1) What is the message to deliver to the prospective students?
2) How the message will be delivering?
3) When the message will be passing on?
4) Who will be your prospective audience for the message?
5) What is tone and style of your message?

**Level of effectiveness of the communication mix on process of admission is as follows**

1. Awareness 2. Consideration 3 Admission
WHAT YOU SHOULD DO

1. Start by deciding your objectives.
2. Emphasize on brand because for the education industry students prefer the well known and reputed institute to take admission for that they are ready to migrate to another city.
3. Set an appropriate budget for the market campaign
4. Decide what do you want to say about your Institute.
5. Set your target students, parents.
6. Decide the outlook of your message and the way of communication.
7. Take the help of the specialised people to design your message.

CONCLUSION

From the above chart we can see that if we emphasis on the Advertisement it will create more awareness but less impact on the admission and vice-versa for personal selling. Same way we can differentiate the impact of each tool on admissions in the institutes. Isolated tool is also an option for the marketing communication mix but proper combination of tools will be more beneficial to minimise the cost and to maximise the admissions in the college. Brand plays an important role for the admissions in the technical colleges. Hence not only communication tools but the brand building is also most important function to survive in the competitive market.

Acknowledgement

I would first like to thanks to Dr. Asha Thakur for her knowledge and guidance throughout the writing of this paper.

REFERENCES

5. City College of International Faculty of the university of Sheffield, (Feb, 2011), Critically evaluating the marketing mix of an academic program, retrieved from website, http://www.ergen@ergen.gr