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Study of Advertisement impact on Student Admission in Educational Institutes in India

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ABSTRACT

Advertising is an authoritative communication power and energetic marketing instrument aiding to sell possessions, services, images and concepts through the channel of information and persuading. It is exceedingly noticeable potency in the society. Nowadays everyone collect many advertising communications day-to-day. Now it is indispensable to the accomplishment of any type of business and institution. Furthermore, advertising approaches are engaged more and more by non-business organizations such as government, college and universities, public service clutches and individualities. It is one of the portions of the marketing and communication procedure. Advertising persuade individuals to accept products or to enroll a student to an institution. All advertising encompasses both information and persuasion. Currently it could be said that advertising is a communication, marketing, public-relation, information and persuasion process. Advertising reaches the students through a channel of communication mentioned as a medium. It is typically intended at a particular segment of the population, the student communities. In this paper, the analysis, recent trends, features and impact of advertisement on student admission of Institutes in India have been elaborated clearly with necessary illustrations.

Keywords: Advertising, advertising media, advertising guidelines, educational sector, recent trends, higher education, social media and higher educational institutions.

1. INTRODUCTION

Advertising as an instrument, is one of the greatest prevailing tools that a Brand can make use of to proclaim its entrance in a marketplace. By the absolute environment of its mass petition, diverse forms and influence, it not only has the aptitude to publicize information to the target spectators but also generates a space for the Brand in their thoughts when used effectually. Therefore, be it a consumer produce,

fashion, vehicles, medications, education or any other segment, Advertising has its own character to play and in a correspondingly operative manner. Bearing in mind the advertising in the educational sector, it unquestionably helps a Brand to cross the primary step painlessly, of familiarizing it to the target audience. Conversely, considering the nature of this segment, the category and medium of advertising necessities to be prudently selected as: When it comes to education, people need more modified messaging on what the institute offers, and When selecting an Institute, Word-of-Mouth and other dedicated advertising media like the social media or straight marketing by means of mass advertising plays an additional conclusive character. Direct advertising and marketing stretch the target audience a one-to-one sensitivity where the institution is talking to them individually to discourse their needs [1]. Therefore, this leads to more queries and eventually conversions. While the mass media including display advertisements, outdoor media and press advertisements is a prodigious way for generating universal awareness about an institute, it has its own boundaries in distributing results when it comes to the education sector.

Just like the media for distribution has to be modified for an institute, so also has to be the content. Education as a sector is very delicate as it is worried about the lives of the students. Advertisers in this sector convey an extra accountability on their shoulders when advertising an institute. While misinformation and tall-claims may entice eye-balls, these have the competence to reason for an irreversible long-term damage and bring disgrace not only to that particular institute, but sometimes to the complete sector as well. If the audience finds an incongruity in what is being advertised and what is being actually presented on-ground, it can deface the image of the institute outside repair, as the word-of-mouth is one of the most relied-upon tackles in this sector. Advertising will then have very diminutive role to play to undo the impairment.

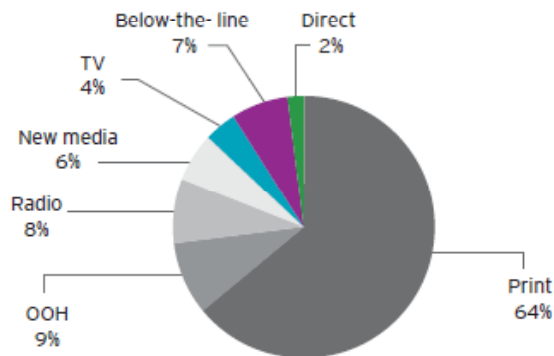


Figure 1: Typical marketing assortment of a university

The focus of advertising in this segment, consequently should be on amenities offered by the institute, the latest research in student development and how it is being exploited and implemented at the institute and not just academic development but the complete character development possibilities being delivered by other higher institutes for the students. Advertising, thus like in the medical field, is a double-edged blade in the education sector as well which requires to be fingered very prudently. Advertisers needs to follow the ABC of advertising with due assiduousness (A – Audience, B – Brand and C – Consideration). To make their labors operative and fruitful, they need to have a comprehensive understanding of their audiences, the brand and its contributions and the deliberations they wish to highlight, so that there is no break between what is being communicated and what is being presented as when it lastly comes to selecting an institute, the proof is in the pudding. India’s higher education segment is the largest sector in the world with around 20 million students and 36,000 institutions.

Likewise, the higher education segment is probable to increase to US\$ 37.8 billion by 2020. The educational segment in India is predicted to be around US\$ 144 million by 2020 from US\$ 44 million in 2011. India has one of the major networks of higher education institutions in the world with 574 universities and 35,539 colleges. It is also the third biggest in terms of education registration with over 20 million conscriptions per year. The private education segment which was appreciated at US\$ 50 billion in 2008 is projected to reach US\$ 115 billion by 2015. The Government of India has prearranged to deliver improved access to higher education by building two million additional seats for each age group, in the twelfth Five-Year Plan. The government has also permitted 100 percent foreign direct investment (FDI) in the education segment through the automatic route since 2002.

The rest of this paper has been organized as follows. The scenario of advertising guidelines for educational sector in India with necessary illustrations have been given in Section 2. A theoretical background of advertisement through Radio pertaining to the Educational Institutes has been entailed in section 3. The rising importance of digital marketing in the education industry in India has been elaborated in section 4. The foreign investment towards the education sector in India has been discussed in section 5. The overall latest trends in Indian educational sector have been elaborated in section 6. The branding and marketing strategy towards advertisement for institutes in India have been discussed in section 7. Finally the last section concludes the paper.

2. ADVERTISING GUIDELINES FOR EDUCATIONAL SECTOR IN INDIA

The education industry is more than USD 30 billion in India only, but most of the times startup initiators got this mistaken. The educational industry is very extensive, and assessments seem enlargement when we look at overall education expenditures of the Indian people. The founders should only emphasis on assessments of position in which the product is going to make money. Taking a profounder look on what lies under the concealed layers of the education industry. During the first half of 2010, the segment surpassed the chart in print advertising. The education segment, which surpassed the charts in print advertising this year, will have to monitor certain advertising procedures from October 2010. The Advertising Standards Council of India (ASCI) will presently discharge the strategies approved by the ASCI board. According to TAM data, the education segment, during the first half of 2010, surpassed the chart in print advertising by beating traditional gainers like FMCG, telecom and the auto segments. Lovely Professional University, Maharana Pratap Group of Institutions, Manav Rachna International University and Aakash Institute are amongst those that have promoted frequently over the said period. Private universities have bourgeoned over the last few ages and in a proposal to begin credibility and increase student base in slighter time, they are expending seriously on advertising. Thus, having a code in place becomes obligatory. The education industry in universal is in arrangement with draft strategies and ASCI would support them.

The proposed strategies for education institutes, among other things, forbid institutes from demanding that employment in the institute or programme will deliver the student a provisional or permanent job, job elevations or salary increase, etc., unless the publicist is talented to authenticate and also undertake full accountability of the advertisement. Similarly, advertisements shall not make entitlements concerning extent of the batch placed, highest or average compensation of the students positioned, admissions of students to prominent educational institutes and association with a foreign institution, etc., unless they are validated with indication. Numerous times the advertisements privilege to have the principal campus

when the images are computer generated. Many institutions talk about global placements when students are placed nationally. ASCI's purpose is to control such deceptive advertising. ASCI said the response from the education industry has been optimistic and in confirmation to the guidelines [8]. Around 30 academicians have answered to the guidelines and come up with new propositions.

The use of words have been suggested like free laptops and free education tours should be forbidden. Similarly, institutions should comment if they are a franchise centre or study centre. Entitlements about foreign faculty on board should also be authenticated till the guidelines are made communal. As per the projected guidelines, an advertisement will not state or lead the public to trust that an institute or course or programme is recognized, authorized or accredited except if the advertiser is able to authenticate with indication. In case, the advertised institute or programme is not attributed or approved by a mandatory specialist, but is associated to another attributed institute, the full name and position of the said affiliated institute shall also be quantified in the advertisement. Strategies also recommended that the name and logo, if any of the affiliated institute shall be in the same font size as that of the advertised institute or programme in visual media such as duplication, internet, hoarding, leaflet, prospectus, etc., including television. In audio media, such as radio or TV, designation of the affiliated institute must be stated clearly [2].

3. ADVERTISEMENT THROUGH RADIO FOR EDUCATIONAL INSTITUTES

Radio— the maneuver itself was associated as being old. Now there is a deep change to this perception, radio from being an old-school medium has loosened to be a youth-centric medium. Radio is one such medium, which devours the supreme habitual time of the youth. This stood out to be a supervisory light for all schools, colleges, universities and institutions, who now devote a supreme of their advertisement budget on radio, to give individual creative messages to possible students to originate maximum receptiveness. Indian educational segment is one of the principal in the world providing to more than 25 million students. The upsurge in per capita income has had a wonderful influence on the educational segment, making Indian educational segment one of the firmest rising industries. With an increase in the standard of living of the people, the obligation for excellence education has increased. Enormous young people is now revolving towards other career selections and have fragmented the stereotype career legend. The complete idea of education has required a rebellion where student base has altered, insight towards education has altered, educational disbursement has changed and also the complete education model of the country has needed a renaissance [3-7].

Nowadays it is just not about having a degree or knowledge it is about having the correct educational gradation as per attention and aptitude. Education is mandatory to outfit the student's character, only then does he choose it. This period doesn't familiarize education to a child at the age of 5, the age of education has been enhanced to 2 years, when the child is directed to the play school. Today parents are not observing just for academics, they trust in all round development of the child in all arenas. Therefore, the foundation of selections have changed. These selections, preferences, attitude revelation, expenditure variations, etc., are also the foremost explanations for the prodigious boost in educational segment of India. The foremost educational enrollers are the youth and this multitude mass devotes a big portion of their time listening to radio. Listening to radio is a time pass, a habit, a tendency, an informative and entertaining media for the youth.

Directing geographically and demographically is much cooler through radio. It aids to target a specific section and helps in efficiently putting the educational institution in the minds of the probable students. Considering the example of an engineering college, to make the radio advertisement an accomplishment it is needed to reach the students ear over and over again, it is needed to be heard on the youth favorite stations, it is needed to commence the campaign at least one month before the entrance result are professed. It is needed to be done so because this is the time duration when the student is conclusive. The more acquainted the brand is to him, the more are the probabilities of being his eventual choice. If we deliberate an educational institute like school, kindergarten, playschool, etc., here the target listeners are housewives, working class and typically females because these are the people who eventually choose the educational institute where their child would be captivating admission. So it is needed to advertise on radio stations which shelter the target listeners and initiates them to select to choose a particular institute. The advertisement should transport the accurate message with exclusive selling point and a clinking always works for this classification type.

Radio advertising should be an indispensable medium to be used for any kind of educational institution to attend their determination of filling their student forte to the optimum. With cut-throat market competition, diverse career choices, diverse institutional choices, the need to be heard becomes very indispensable. The chief features of radio is its capacitive listeners and low advertisement avoidance standards. Audience travel with radio and hear radio in equivalent to other happenings, but they cannot avoid the advertisement. This assists as a chief support as the budget goes to optimal usage as there is insignificant advertisement avoidance, it becomes possible to get value for the expended money.

4. THE INCREASING REPUTATION OF DIGITAL MARKETING IN THE EDUCATION INDUSTRY

In a period of spectacular displays, high speed internet and precipitous fast processing proficiencies, the digital world has been able to unite audiences to what they pursue, at a speed that conservative mediums could never hope to. An accidental post on the Facebook has the tendency to travel supplementary than a luminously thought out billboard crusade and this understanding is what the marketers are rapidly waking up to. Though the point where digital marketing has concealed outdated marketing completely, the Indian background offers an auspicious premise, particularly if the example of the education industry is taken. The following are the reasons why the digital marketing is becoming so significant in the education industry.

4.1. The Knowledge of Target Audience

While older groups are gradually getting familiarized with the knowledge of digital marketing, the newer generation has full-grown up knowing only of digital channels for receiving information. With the education sector's principal advertising spectators being the youth, digital marketing is progressively growing in its position, only emphasized by its accomplishment and swelling adoption amongst educational institutions.

4.2. Availability Throughout the Day

Studies display that 93% of students in India have entree to the internet and the normal time they spend on the internet ranges from 3.4 to 4 hours (laptops and mobiles correspondingly). Fascinatingly, 83%

of students use the internet while traveling, and while marketers try unbreakable at receiving billboards, television advertisements and newspaper supplements to reach their target spectators, it is extremely probable they are retrieving the internet annoying to find information about a course or college. While customary marketing channels are not entirely shut off from younger spectators, marketers have a minuscule window of chance to attach to their spectators using television, radio and print mediums. On the other hand, digital platforms deliver much calmer admittance to the Indian youth that does not go online but essentially lives online, creating them more significant and applicable to the context of education industry.

4.3. Informing Instead of Selling

Most customary marketing crusades either sound like auctions pitches or take a sumptuous setup to sound educational. The youth has neither the broad-mindedness for advertising mangle nor the courtesy span for a commercial. What they want is information in the form of pertinent and attractive content that gives them a basis for choice making. Conferring to research, 91% students in India practice the internet to research courses or educational institutions in India as well as overseas. Four among five Indian students contemplate the internet as their main foundation of college-course associated information while 3 amongst 4 students feel the internet is a comprehensive source of information for their explorations concerning their colleges. Using digital marketing podiums, marketers can syndicate attractive content and technology to safeguard the correct kind of information is delivered to the right audience at the right periodicity, serving them in creation of the greatest choice. For example: A digital marketing crusade based on appealing content on social media platforms (blogs, tips, right practices and videos) would assimilate with search engine advertising to acquire users who inquired their search terms to our content. Those who clicked on our links and developed as leads can then be reached out to, while the ones that released off can be re-targeted using mobile display and interactive re-targeted advertising. Such a crusade not only transports the right message and occupies the audience, it also gives educational institutions a much superior funnel and far more employments than a customary marketing approach.

4.4. Provides Limitless Opportunities to Involve the Audience

With digital marketing, the potentials are practically boundless. Envisage a situation where a marketer created a video on 'tips to select the best MBA institution' targeted at graduate students looking for admission to MBA courses. This video can be presented on YouTube a platform where over 85 million users devour video content each month, as well as be pooled on social media such as Facebook, where students spend an average of 2.4 hours every day. Not only this, display and banner advertisements can be used along with the video as well along with interactive re-targeting that can help involve the students who previously viewed the video or the advertisement. Search engine advertisements connected to the video can also be leveraged seeing that over 80% students use Google to commence their course or college search. This is just a minor example, but the potentials of accomplishment out to our audience are nearly boundless with digital marketing as contrasting to the customary campaigns, making digital marketing more significant and pertinent in the context of education sector.

4.5. Far More Cost Effective

The quantity of planning and logistics that go into configuring a traditional marketing crusade are far superior than that obligatory to make a digital crusade go viral. Compared to the excessive prices a print

campaign necessitates, an e-mail crusade or a series of posts on social media handles scarcely cost a fraction. And making a contrast between video advertising on YouTube and a television advertisement is merely sacrilegious.

5. FOREIGN INVESTMENT TOWARDS THE EDUCATION SECTOR IN INDIA

The economic reorganizations launched by the Government of India from 1991 onwards have occasioned in considerable economic development and incorporation of India into the worldwide economy. The pace of improvements has expanded a new thrust due to political constancy and sturdy industrial growth. The Indian capital markets have been unlocked up for Foreign Institutional Investors in 1993, and the Foreign Direct Investment (FDI) regime too has been increasingly eased up over the years. As per the command, FDI up to 100% is permissible under the automatic route in the education segment. Moreover, vide the reviewed Consolidated FDI Policy (of 2015) which became operative from May 12, 2015, the construction development doings in the education sector have been excused from circumstances usually appropriate towards construction-development segment in terms of the smallest built area, the smallest capitalization (USD 10 million for exclusively possessed subsidiaries and USD 5 million for joint ventures with Indian partners) and the lock-in retro of three years from the date of conclusion of lowest capitalization [9, 10]. Though, although this liberalized regime, the investment in the education segment has been controlled due to the following factors:

- (a) Predominant guidelines necessitate the entity setting up a school or college or a deemed university to be of a not-for-profit atmosphere. The not-for-profit atmosphere unavoidably wants the entity to be moreover a registered as a Society or a Trust (in case of schools, colleges and private/deemed universities) or a Section 8 Corporation (mostly in case of schools). This not-for-profit-principle has been a chief blockage for enticing investments. A Trust or a Society is not qualified to obtain foreign speculation under the automatic route. Even if savings were to be allowable, the entities being of a non-profit nature would not be capable to allocate returns on the investment. Moreover, a Section 8 Company being of a charitable in nature, would be compulsory to smear its profits or other income towards the preferment of its objects which could be either trade, art, science, religion, assistance or any other valuable object.
- (b) The guidelines governing this segment vary from one state to another and though a few matters have been consistently controlled by the RTE, there is requirement for more harmonization between the Central and State Government to evade overlying of policies and regulations, etc.
- (c) Handover of existing infrastructure and human capitals is a delicate matter which may lead to legal disputes due to lack of strong and comprehensive guidelines.
- (d) The occurrence of multiple controllers along with the obligation of many approvals and regulatory agreements has also disadvantaged investment in the higher education section in India. The regulatory worries surrounding the “for profit” undertakings have also disadvantaged investment. As a step towards liberalization of the seriously regulated higher education segment, MHRD on September 10, 2013 distributed a press release notifying numerous stake-holders about its suggestion to permit foreign universities to set up campuses in India as not-for-profit companies. MHRD is in the procedure of confirming the UGC (Established and Operation of Campuses

of Foreign Educational Institutions) Rules to license foreign universities to set up precincts in India and issue foreign degrees without having to cooperate with national educational institutes or education service providers, as is the case presently. MHRD has advanced the above Rules to the Department of Industrial Policy and Promotion (DIPP) and the Department of Economic Affairs (DEA) for their commentaries. The above proposal and Rules, if passed will escort a new epoch in the higher education segment in India with numerous reputed foreign universities setting up autonomous campuses in India.

6. LATEST TRENDS IN INDIAN EDUCATIONAL SECTOR: GAP BETWEEN GROWING MARKET AND LOW ENROLMENT RATES

Institutions presently emphasis on branding and marketing far more than in preceding years. In a 2015 survey measuring the state of brand approach in higher education, 60 percent of higher education marketing managers designated that they had shaped a brand strategy to raise consciousness of their institute. Additionally, 61 percent of these superintendents stated that they began their branding policies within the past five years, emphasizing the comparative novelty of the higher education branding and marketing spectacle. Majority of institutes employ external marketing specialists or companies and invest noteworthy time and money in generating strong institutional brands. The 2015 survey defendants described that their branding approach procedures commonly took between nine and 15 months (as shown in Figure 2). Additionally, 63 percent of institutes spent more than \$100,000 on their branding and marketing creativities, with 31 percent expending more than \$200,000 on these policies.

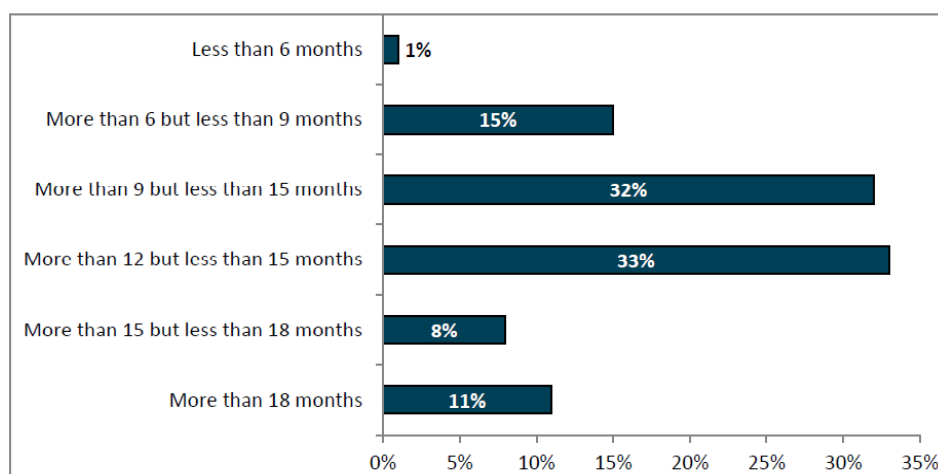


Figure 2: Higher Education Branding Survey

For some institutes, this re-trained standpoint and corporate approach has strained praise as well as censure. Purdue University, for example spent a half million dollars in 2010 on its “Makers, All” branding crusade which was poorly acknowledged by students and alumni. Though, there is indication that universities do not need to devote noteworthy quantities of money to be effective. Industry specialists recognize numerous of the top trends in branding and marketing in higher education, and several of these methods are practicable for most colleges and universities. Expectedly, they are seriously centered on the use of technology, responsive design and mobile development. Institutions are placing more stress on approachable web and mobile design to generate spontaneous and easy-to-navigate websites that can be

observed on multiple devices and podiums. Cappex, for example finds that 2014 high school alumnae used mobile devices 30 percent more than 2013 alumnae. With this increase of mobile technology and connected devices, colleges and universities are building superior reserves in having a mobile presence. This comprises of not only mobile versions of websites and other contents, but also building a greater quantity of course content mobile-friendly.

Colleges and universities are trusting on data-driven analytics to regulate who, how and where they are getting their spectators. The use of analytics software is swelling as the higher education online ecosystem becomes progressively multifaceted. Getting a better handle on this information is a new area of attentiveness for colleges and universities. Many businesses and administrations are seeing return-on-investment (ROI) on their social media methods. To this end, the Economist summaries that marketing specialists are “formulating themselves to increase their social media budgets to new statures.” Social media tendencies are travelled further in this segment. Perhaps of most reputation, higher education institutions have begun to trust more deeply on marketing automation to launch and maintain meaningful relations with students. Through marketing automation, institutes are able to capture and influence an extensive range of student information in order to develop more modified, multichannel messages and marketing communications.

Outside the changes brought by technology, marketing and branding tendencies have exposed a broadminded dependence on more creative outreach labors, as well as design and advertising crusades. Some are more imaginatively-oriented than others, but most efforts aim to plea personally to potential students. Examples include text message marketing, building creative advertising videos, advancement of housing and other facilities to entice students and providing students with technology such as iPads and laptops. Generally, it is critical that institutes assimilate their communications across numerous channels. As a current article published by The Higher Ed Marketer blog explains, that it not sufficient to set up and use a direct mail piece, email, website, blog etc., if they do not work in contract to entice and convert new students. The same probable student moves across all of these places rapidly, so the strategy and analytics of an institution need to adapt correspondingly. Consequently, it is obvious that there are assistances in creating an integrated branding and marketing methodology. As such, this emphasizes the prominence of marketing automation software that integrates a multichannel approach to involve potential students, build relations with current students and continue to involve alumni.

Education in India is named as the Sunrise sector for reserves by Delloite, the leading research and assessment firm in the sphere. This industry is projected to be US \$5.65 trillion by 2015 and the continuous demand is for excellence education. Nevertheless, the distress for most education institutions still lies in staffing and shutting down of some programs from even foremost names and brands in the education segment. Some latest facts about the Indian Education market have been given below:

- (a) **Market size at US\$ 3.83 trillion dollar:** Higher education donates to 59.7% and school education at 38.1% and Foreign Direct Investment up to US\$ 960.82 million in 2000-2014 period. Well-known universities like Shiv Nadar, Ashoka University etc., getting private funding Growing Government urban and rural creativities for swelling gross enrolment ratio at primary level.
- (b) **But on the flip-side:** 35% of seats on an average remain empty in colleges especially in management and engineering. Gross Enrolment ratio (GER) is still lower in higher education due to low employability of students. Universities and Institutes are shutting down their operation

of few or all courses. Alumni is trailing academic trustworthiness if their university shuts down, which leads to job uncertainty. Obviously, a gap is prevailing between obtaining the right students, since the population and demand for appropriate course is quite high.

- (c) **Reasons for this gap to remain so large:** Great competition-low seat ratio in top institutes equals to race for only the top-ranked. With cumulative competition in top B-schools and engineering institutes, the seat-to-application ratio is enormous in top ranked institutes. Occasionally, the students take extra break in their academic sessions to re-appear in the competitive exams. Students are blinded towards only receiving in the top league. Nevertheless, there are good replacements which students are unaware of and can benefit them in attainment of their career goals sooner in reduced time.
- (d) **Traditional approach of institutes towards consciousness building amongst student population:** One answer is the digital media and customary method of big print advertisements and hoarding. Digital develops the solitary most dangerous factor to be familiarized in the complete admissions schedule for every institution today.
- (e) **No single collaborative effort towards admissions department:** Most of the admissions procedure is fingered by many people in the managerial, placement, student body and faculty in the institution. This leads to typically low answerability to each staff. Adding an enthusiastic experienced team who will specify in obtaining students is needed to decrease this gap. Work includes right from brand consciousness, digital marketing effort and student engagement to online counselling and final enrolments. Therefore, a student attainment team becomes obligatory to bridge the gap.

7. BRANDING AND MARKETING STRATEGY TOWARDS ADVERTISEMENT FOR INSTITUTES IN INDIA

According to a report by communications agency Noir sur Blanc, 93% of superintendents in higher education already deliberated their institution to be a brand. However, that same statement notes that, in many cases this is certainly more hopeful thinking than unbiased truth. In genuineness, only the superior institutions have modified their communications strategies to include the brand angle and combined it into their approaches. As institutes turn more to leadership from corporate CMOs or otherwise cultivate or reshape their marketing and branding policies, numerous efficacious guidelines have emerged. Branding requires patient and rigorous effort, and relies deeply on timing. As a university brand can be injured much more rapidly than it can be successfully constructed, constancy in purpose and messaging is essential. For instance, a mediocre ranking is not disastrous, but a sequence of low rankings can do long-term destruction to the image [11-13].

7.1. Marketing Automation

Higher education institutions are trusting more on marketing automation to launch and uphold meaningful relations with students and alumni. Through marketing automation, institutes are able to part their database by student performance, and serve and track modified communications based on the performance. Although the first marketing automation tools were impartially limited, today's marketing automation tools are talented

to integrate email, content marketing, social media marketing, landing pages and complete analytics in order to achieve a wide range of functions.

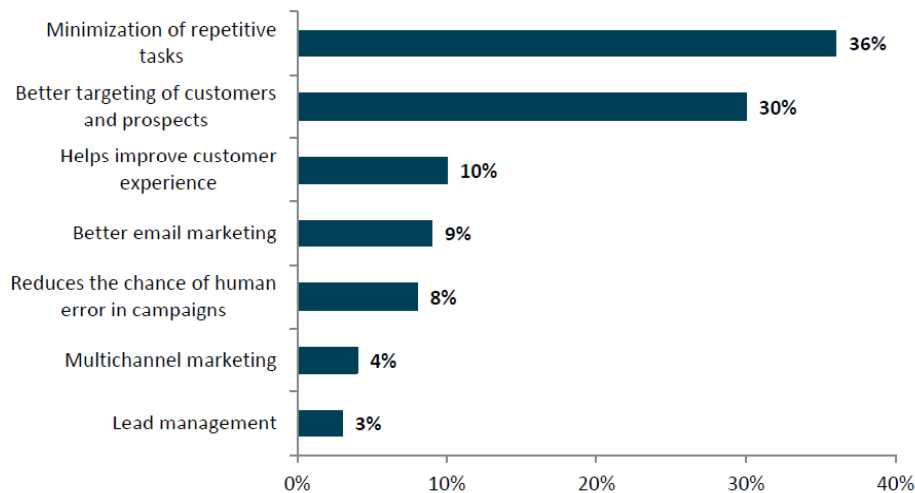


Figure 3: Main Benefits of Marketing Automation (According to Adopters)

7.2. Institutional Websites

According to one current examination, which denotes to the university website as “the ultimate brand statement,” a homepage is a significant constituent in the student experience, and can make or break choices about whether to attend. A university’s homepage is the center of its web attendance and in attempting to petition to a varied range of visitors, the encounter is staying instinctive and uncluttered. If visitors have to go back to the homepage every time to find the content they are seeking, they are not likely to visit the site very long. Website navigation is an essential component of complete site architecture from which all content can stream-out [14-16].

7.3. Mobile

In current years, colleges and universities have progressively invested in their mobile presence, from the institution’s website to the expansion of mobile-friendly course content. The following figures underscore the reputation of mobile marketing in today’s world:

- (a) Almost one-half of Internet customers across the sphere are now using mobile devices as their principal mechanism for surfing the Internet.
- (b) Mobile contributions will reach 9.3 billion by 2019, and of these, 5.6 billion will be for smartphones.
- (c) Smartphone contributions will triple and smartphone traffic will upsurge 10 times between 2013 and 2019.
- (d) 91 percent of all Americans retain their mobile devices within reach at all times.
- (e) Mobile marketing is a predominantly advantageous strategy for college-aged students, 43 percent of whom account “using their mobile devices for all of their web browsing,” and 68 percent of whom have “looked at a college website on a mobile device.”

- (f) Moreover, two-thirds of students designate that they would be eager to obtain a text message from a prospective college. This proposes that mobile marketing is a critical approach in communicating with prospective and existing students in pertinent ways.

7.4. Social Media

Social media endures to play an imperative character in the marketing and communications policies of many institutes. In order to distinguish themselves from other establishments across the country and the sphere, institutes must appropriately establish and accomplish their social media creativities. A recent Salesforce Marketing Cloud report details the steps institutions should take in creating an operative social media plan. A fruitful social media initiative comprises of choosing a suitable audience, describing objectives, accompanying social media listening, planning engagement strategies, content creation and measuring determinations.

8. CONCLUSION

Advertising methods are involved more and more by non-business organization such as government, college and universities, public service authorities and independences. It is one of the percentages of the marketing and communication technique. Advertising encourage individuals to accept products or to enroll a student to an institute. All advertising incorporates both information and persuading. Presently it could be said that advertising is a communication, marketing, public-relation, evidence and persuasion progression. Advertising influences the students through a channel of communication stated as a medium. It is characteristically intended at a specific segment of the population i.e., the student communities. The analysis, recent trends, features and impact of advertisement on student admission of Institutes in India have been elaborated clearly in this paper with necessary insights.

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