Comparative Study of Marketing Strategies adopted by Government Schools & Private School in Kolhapur

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Abstract—The study proposes and confirms education is a key in human capital formation. Quality of human resources depends upon the quality of education of a country. Sustainable economic development needs skilled manpower which is raised through productivity and efficiency of individuals that is only possible through education. No policies, principles or regulatory controls exist for the advertisement and promotion of education; consequently a market approach / strategies is practiced. For this purpose the sample size is taken 10 schools in Kolhapur including both private and public schools. The tools used are the Personal Information questionnaire and Academic Achievements from each schools record. We review a rich literature on the links between schools performance and the following marketing strategies to be adopted by Government schools and private schools in Kolhapur.

1) Quality Programs.
2) Infrastructural Development.
3) TV/Radio Advertisement.
4) Face to face talk with parents.
5) Newspapers/Magazines Advertisements
6) Social Media / website.
7) Price.
8) Prints (posters, handbills and signage)
9) Public Address System.

Keywords: Academic achievement, Marketing Strategies, Increase Student Enrollment, Enhancing sustainability, Quality service, Improve Standards

I. INTRODUCTION

Kolhapur is well known Historical as well as Industrial city in Maharashtra (India). Education is a key in human capital formation. Quality of human resources depends upon the quality of education of a country. Sustainable economic development needs skilled manpower which is raised through productivity and efficiency of individuals that is only possible through education. Primary education is perceived as one of the main vehicle for promoting economic growth and improving living standards in developing countries. But it is probable when primary education is involved with new knowledge and the appropriate technical training at primary level to improve the quality of education. Expanding access to primary schooling is a widely accepted priority in the fight against poverty.

Primary education is highly correlated with institutions and the institutions are categorized into public and private schools. The world has become more and more competitive now. The whole education system of the world rotates around academic achievements of the students. Parents desire for high level of achievements of their children in education. These desires put a pressure on both public and private schools and make them competitive. The question is which sector is more effective and efficient in this competition, how and where?

II. TITLE OF THE STUDY

“Comparative Study of Marketing Strategies adopted by Government Schools & Private School in Kolhapur.”

III. OBJECTIVE OF THE STUDY

The researcher will set out the following objectives for the purpose of this study:
1) Identify the marketing strategies that are effective for boosting students in primary and government schools.
2) Find out if marketing strategies significantly relate with students enrolment in private & government schools.
3) To explore marketing strategies currently practiced by private & government schools in marketing themselves in Kolhapur.
4) To compare the academic achievement of private and government schools.

IV. JUSTIFICATION OF SELECTION OF TOPIC / AREA

1) The boys and girls did not differ significantly with each other in academic achievement in Govt. schools however the boys and girl differ significantly with each other in academic achievement in private schools.
2) The achievement level of student comparatively low in government sector.
3) It will be require to adopt marketing strategies for both Government and private schools.
4) Research Area: Marketing Management.

The research will be conduct in Kolhapur (Maharashtra State). The researcher will be consider the sample mainly from the Kolhapur (Maharashtra State), Government and Private schools will be select for the study.

V. SAMPLE DESIGN

The object of the study is to identify the marketing strategies that are effective for boosting students as well as to find out if marketing strategies significantly relate with students enrolment in private & government schools. To explore marketing strategies currently practiced by private & government schools in marketing themselves in Kolhapur. To compare the academic achievement of private and government schools.

The Sampling method for study of Private and Public School Sectors:

In the present study of Private and Public School Sectors 10 samples were taken to develop and understand marketing strategies are essential as well as to examine the unique marketing strategies for implementation in Private and Public School Sectors in Kolhapur. The details are as follows.
VI. NEED FOR DOING THIS RESEARCH

There is need to build in marketing plan within the budget of private schools & government schools so that marketing activities will not be an afterthought. Also need to identify the marketing strategies that are effective for boosting students in primary and government schools. The implementation of marketing strategies with timelines should be clearly spelt out for proper effectiveness.

VII. MARKETING STRATEGIES

For this research it will be required various marketing strategies for comparative study of private and government schools as:

School marketing is defined as the means by which a school actively communicates and promotes its purpose, values and products to learners, parents, staff and the wider community and there is a widely held view that principals are expected to incorporate marketing techniques and strategies into their roles in order to effectively cope with the new school environment. The privatization of education can be seen as having an impact with positive and negative effects. However, one fact must be noted: the recent massive expansion of education through private provision has introduced new horizons in marketing educational institutions. No policies, principles or regulatory controls exist for the advertisement and promotion of education; consequently a market approach / strategies is practiced.

VIII. EXPECTED OUTCOME / CONTRIBUTION

1) When the marketing strategies are applied in both government and private educational institutions, will enable to increase in student’s enrolment. This will help to increase in the schools income base and thereby enhancing sustainability and quality service delivery by the school organization.

2) Marketing strategies that can be adopted in private & government schools to boost students enrolment in their order of perceived effectiveness by the school administrators.

3) When marketing strategies as mentioned are employed in schools, it is bound to attract students to enroll with the school. Not necessarily that all the marketing strategies will be employed simultaneously. Administrators should find the match between what is obtainable in the current society with the strategy they will adopt to ensure that it effectively yield the desired result of boosting students’ enrolment.

4) Newspaper adverts and publications of school programmes and achievements, TV and Radio advertisement and broadcast of most school attractive programmes through same medium, will ensure that they
reach vast audience to widen the scope of their prospects. This to a large extent will enable increase in students’ enrolment for the schools.

5) There will be significant relationship between marketing strategies adopted by government and private schools in terms of; quality programmes, social media/website, infrastructural development, face to face talk, media adverts, and price and students enrolment.

Expected outcome is clearly that private schools are more effective than comparable public schools with the same students, parents and social composition. This research is attempted to contribute to the discussion of critical factors that affect parents’ decision in choosing a private school as well as their perceptions of quality of private sector. It also gives an understanding of parents’ experiences of satisfaction and dissatisfaction in private and public education which would be aware of students’ need and the view of customers.

IX. FINDINGS

The achievement level of student was found very low in both Private and Govt. schools.

The private school boys performed significantly well the academic achievement than their counterparts in Govt. schools in all subject, similarly the private school girls outscored the girls of Govt. school in the entire subject.

The boys and girls did not differ significantly with each other in academic achievement in Govt. schools however the boys and girl differ significantly with each other in academic achievement in private schools.

X. CONCLUSION

The strategies according to their rank order are as follows; Quality programs, Infrastructural development, TV/Radio Advertisements, Face to Face talk with Parents, Newspapers/Magazines Advertisements, Social Media/Website, Price, Prints (posters, handbills and signage) and Public address system. This means that when the marketing strategies are applied in educational institutions, especially adopting the higher ranked ones, will enable increase in student’s enrolment. This will enable increase in the schools income base and thereby enhancing sustainability and quality service delivery by the school organization.

This research is attempted to contribute to the discussion of critical factors that affect parents’ decision in choosing a private school as well as their perceptions of quality of private sector. It also gives an understanding of parents’ experiences of satisfaction and dissatisfaction in private and public education which would be aware of students’ need and the view of customers.

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