

RSERACH PAPER

MARKETING PRACTICES OF UNIVERSITY OF SAN JOSE – RECOLETOS:PROPOSED INTERVENTION SCHEME

^a**ROLAND A. GETARUELAS**

Faculty of Information Technology, Future University, Sudan. E-mail Address: roland_getaruleas@yahoo.com

Accepted on May 2016

ABSTRACT

The main purpose of this study is to determine the effectiveness of the current marketing practices of the University of San Jose – Recoletos and the degree of seriousness of the marketing problems encounter, and in order to design a strategic intervention scheme to improve and develop an appropriate marketing strategy by utilizing the descriptive survey method. Furthermore; it was able to determine the weak and strong areas of the current marketing practices. And designed a program that is suit to the problems, recommendations was also given to intensify itself against competition and maintain a good position in market place In spite of its success in school business.The proposed program“Market Led Strategic Change” (MLSC) is designed to improve and sustain the capability of USJ-R in terms of marketing aspects, and strengthen the weak areas of the marketing style, specifically address those marketing problems the needs to be addressed, identify and design an appropriate intervention scheme to a certain marketing problem in order to stay attune in school business industry.

KEYWORDS: Marketing strategies for business success, strategic change, market place position, marketing intervention

1. INTRODUCTION

In the midst’s of these difficulties such as financial crisis as well as competition, the school and colleges need to assess and revitalize themselves. They must realise the importance of marketing strategy in order to remain in business. They should adopt and improve their marketing style so that their staying power in the market place would be strengthened. Especially needed is the analysis of the four factors such as product, price, place, and promotion.

Marketing helps to identify new markets, target new customers and determine the value of the product. If the product that is currently in production does not have a substantial customer base of support, if sales are slipping and competition is securing your former market share. Marketing helps to identify the need for a product revitalization or reinvention.

The analysis of this so called 4 P’s in marketing is very important because through this the institution would be able to identify the factors that lead to customer satisfaction and make action for the improvement of the said factors, Thus marketing is not only a way to build product-customer but as a way to create sustained and

satisfying relationship between organization and all stakeholders.

Branding and marketing are syllabus standard in business school, but sometimes school leaders do not apply those principles when marketing their own school. There is actually a great deal that is taught in business schools that should be taught to business school. (Mathew 2009)

Ramota (2009) said that higher education in the Philippines since time immemorial has been shaped by social realities and aspirations. Its philosophical orientation has been largely influenced by the pursuit of knowledge for the achievement of social needs and national goals. For many decades, the big challenge to higher education has been the issue the recurring problem of inefficiency, poor quality and lack of access and equity.

Brevick (2006) emphasized that private institution depends on student tuition for the large proportion of their income and seeks to establish a niche in a highly competitive and expanding market place. They exist at

all levels of the academic hierarchy, although most of growth seems to be at the bottom, it is important to understand their realities and complexities.

In this view an examination of these four factors needs to be undertaken by the University of San Jose – Recoletos. In spite of its success in school business. The researcher found out that the competition in the academe and related business is increasing and the researcher found that the current marketing management practice of University of San Jose - Recoletos is not so aggressive in terms of product, price, place, and promotion. As experience some of their programs namely college of nursing, college of information computer and communication technology and teachers college of education are decreasing their enrolment etc. so there is still a need to cushion, improve, enhance, and intensify itself against

competition and maintain a good position and image in the market place for a better opportunity. For this, this study will be conducted.

2. RESEARCH METHODOLOGY

In order to examine directly the marketing practices, the researcher adopted the 4 P’s in marketing mix such as product, price, place, and promotion. For a proper evaluation using the questionnaire there were two groups of respondents namely; administrators and full-time faculty, with the total of 134 and were equally divided in to different departments and offices. Using the two sets of questionnaire, the respondents were assigned to assess the degree of effectiveness of the current marketing practices, and the degree seriousness of the problem encounter of the University of San Jose – Recoletos.

TABLE1. Respondents of the Study

Departments / Offices	ADMINISTRATOR		Full-Time Faculty	Total
	Religious	Lay	Faculty	
President office	1			1
VP-Academic	1			1
VP- Business & Finance	1			1
VP- Student Welfare	1			1
VP- Religious Affair	1			1
Property custodian Head	1			1
Arts and Sciences		4	40	44
Engineering		5	23	28
Nursing		2	5	7
Commerce		4	24	28
CICCT		2	10	12
Teacher’s College		3	6	9
Total	26		108	134

For accuracy and precise interpretation and analysis of the findings, the following statistical tools were used:

- Mean. This were used to determine the extent of marketing management practices if the University of San Jose – Recoletos as assessed by the administrators and full-time faculty.
- T-test for Independent groups. This were used to determine the significance of the difference on the extent of marketing practices of the University of San Jose – Recoletos as assessed by the administrators and full-time faculty. For this decision rule in accepting and rejection null hypotheses; [alpha \(2009\)](#) was set at .05 level of significance.

3. RESULTS AND DISSCUTION

The accomplished questionnaires retrieved were subjected to interpretations with the following findings:

1. The effectiveness of the marketing practices adopted by the University of San Jose – Recoletos based on the four P's of marketing mix was assessed as follows:
 - 1.1 In terms of places, the marketing practices were rated to be generally effective.
 - 1.2 In the area of promotion, the marketing practices were viewed to be generally effective.
 - 1.3 In the fact pertaining to product, the marketing practices were likewise assessed to be effective
 - 1.4 With regards to price, the marketing practices were evaluated to be effective.
2. The seriousness of the problems pertaining to the marketing practices anchored on the four P's was viewed as follows:
 - 2.1 The problems pertaining to place were regarded to be generally serious.
 - 2.2 The problems relating to promotion were rated to be serious.
 - 2.3 The problems regarding product were also assessed to be serious.
 - 2.4 The problems concerning price were also evaluated to serious.
3. The results of the Fisher's t- test of mean differences between the responses of two groups revealed that, there were no significant differences between the assessment of the administrators and those of the faculty regarding the effectiveness of the marketing practices adopted by the University of San Jose – Recoletos base on the four P's of marketing.

4. It is also revealed that there were no significant differences between the evaluation needed by the administrators and those of the faculty concerning the seriousness of the problems related to the four P's of marketing practices utilized by USJ-R.
5. Base on the findings of the study, the researcher design a program entitled “ Market Lead Strategic Change (MLSC)” which comprise a series of strategic schemes design to improve the marketing practices of the University of San Jose – Recoletos.

4. CONCLUTION

Based on the findings of the study, the researcher concluded that although the marketing practices utilized by the University of San Jose – Recoletos were generally assessed to be effective based on the four P's marketing, yet there are serious problem associated with such practices that needs to be corrected or addressed.

5. RECOMMENDATIONS

In the context of the findings of the study, the proponent advances the following recommendations.

- *Primary recommendation*

That the administrator of the USJ-R consider for implementation of the strategic schemes of the program Market Led Strategic Change' (MLSC).

- *Secondary recommendation*

That the administrator together with the other stakeholders will draw up individual department marketing plans to be consolidated into an institutionalized market plan on an annual basis anchored on the findings of the market research done, further that the annual market research must done per college to determine the market trends, threats and opportunities, this scheme shall be conducted by a core group of people in each department, the data which will be consolidated and submitted to the school board for perusal and deliberation.

REFFRENCES

- Anderson, W. [Dynamics Marketing Behavior](#). Homeward, Illinois Richard Irwin, 2000
- Annavarjula, M. and Weinstein, L. [Marketing Management](#). South-Western College Publishing. Thomson Learning, USA 2001

-
- Birnbaum, R. **Management Fads in Higher Education**. Jossey Base Press inc. San Francisco, USA. 2000
- Blythe, J. **Business To Business Marketing Management**. J&L North Yorkshire. Thomson Learning, USA 2001
- Breivick, P. **Higher Education in the Internet Age**. American Council in Education and Praeger Publisher, USA, 2006
- Borden, R. and Marrion, W. **Thinking Trough the Curriculum**. MPG Book LTD. Bodwin, Inc. London, England, 2003
- Burrow, J. **Marketing**. Thomson Southwestern, USA, 2008
- Cateora, P. **International Marketing**. The Irwin Series in Marketing ISBN 0-256-20682, USA 2002
- Kotler, P. and Gary A. **Principles of Marketing**. Upper Saddle River, Pearson Prentice hall, New Jersey, 2006
- Kotler, P. **Marketing Management**. Upper Saddle River, Pearson Prentice hall, New Jersey, 2006