



EFFECTIVE UTILIZATION OF CAMPUS PLACEMENTS IN BRANDING AND PROMOTION OF EDUCATIONAL SECTOR IN INDIA

G. Dharmender¹

¹Training and Placement Officer- EThames Degree College, Hyderabad, Telangana.

G. Mahesh²

²Associate Professor –Malla Reddy Group of Institutions, Hyderabad, Telangana

ABSTRACT

Branding and promotion are the two key factors for any industry to grow. Education industry in India today is facing lot of competition and has become more of a fact of life than ever before. Branding and promotion has become an integral part for it to survive. Though the institutes are incorporating many marketing promotional strategies, campus placements are found to be one of the best ways to brand and promote an educational institution and help in attracting the prospective students to enroll for the admissions. Placement track record of any institute or university helps the student to understand their future accomplishments and encourages them to enroll for admissions. Every Institute is incorporated with a placement cell to help the students find the right job where they can hone their skills and prepare for a bright future ahead, but again it will also help to attract the fresh applicants for admissions. This paper is an attempt to analyze and reveal the role of campus placements in branding and promotional activities of educational institutes in India perspective.

KEY WORDS: promotional strategies, campus placements, branding,

INTRODUCTION

Today, many universities and colleges in India are on a continuous way of applying marketing models and ideologies to gain competitive advantage. Students from small towns and cities move to cities to satisfy their desire for higher education. Due to this demand, the competition amongst educational institutes to attract students has created an environment of flawless competition, as a result of which marketing practices have become a part and parcel of education sector where every university is leaving no stone unturned to market itself as a top quality education provider. One of the most effective marketing practices in terms of branding and promotion of an educational institute is campus placements. Branding

and Promotion of the educational institutions play an important aspect for the students to select their destined university or institute.

NEED OF THE STUDY

Many Educational Institutes in India disburse a lot of monetary funds on branding and promotional activities of the organization in order to attract the fresh applicants to enroll for admissions. Effective utilization of campus placements in branding and promotion of an educational institute can play a vital role in creating a brand Image for the organization thereby attracting more and more new applicants to enroll for the courses in University or the institute.



OBJECTIVE

The objective of this paper is to understand the key factors and the role played by the campus placements in Branding and Promotion. Few effective strategies are suggested for the academic institutes which may be helpful in making effective utilization of campus placements for branding and promotional activities.

LIMITATION OF THE STUDY

This article presented "Effective Utilization of Campus Placements in Branding and Promotion of Educational Sector in India" is only limited to the educational institutes in India.

METHODOLOGY

Secondary data collected from books, magazines, journals, newspaper articles, and websites.

BRANDING AND PROMOTION

Brand is something which people remember for years as a legacy. It plays a very prominent role in growth of any organization. A brand is like a name of a person which will with him or her for their whole life. It is the brand that distinguishes an organization from others. the organization can be a symbol, a name, a model, term, design, symbol or other feature of the organization that differentiates it from others.

According to **Kapferer & Keller** "The more the stronger brand is created, the greater will be the revenue generation both in short and long term". Effective branding will result in higher sales of all the products that are associated with a particular brand .

Promotion, on the other hand can defined as the action plan or urgency to act. Lack of promotion of any brand may lead to adverse effects on the organization. It is the awareness created among the users to understand the features, specifications and advantages of using a particular brand. It is one of the four basic elements of the market mix, which includes the four P's: price, product, promotion, and place.

A promotion helps in creating awareness of existence of the product and communicates the value and benefits offered by it to the potential customers.

EFFECTIVE BRANDING AND PROMOTIONAL STRATEGIES EMPLOYED IN EDUCATIONAL SECTOR

Drastic Increase in number of educational Institutions offering higher education in India has led to threatening competition, making outbound marketing of educational Institutes ineffective. Therefore, the marketers today are mostly depending on inbound marketing to pull

customers toward them. Following are some of the key inbound marketing strategies that schools and colleges adopt in today's scenario.

Outbound marketing and Inbound Marketing:-

It is a scenario where the product is pushed to the customers and asked purchases it. Inbound marketing, on the other hand is just replica of this, i.e. the customer gets pulled towards the products because of your marketing strategies. Below mentioned strategies are some of the marketing best practices, which are adopted by schools and colleges.

- ✧ **Content marketing:** Content marketing is one of the branding and promotional strategies for educational Institutes in India. Products and services of the institute are promoted through various contents such as articles, posts, stories or other social networking sites such as Facebook, twitter etc..
- ✧ **Conglomerate marketing:** This is quite helpful in case of undergraduate colleges. Many undergraduate colleges in India today have tie-up with schools, and make them their affiliates which further leads to prospective customers.
- ✧ **Educational Fairs:** Educational Fairs are been conducted by many colleges where students are invited to be a part of it and explore the opportunities of being enrolled with reputed institutes.
- ✧ **Advertisements:** Many educational institutes prefer advertisements for branding and promotion like large hoardings, Banners put up on buses and various public intense places etc.
- ✧ **Placement Connect:** Continuous engagement of educational institutes with corporate houses to increase student placement opportunities and thereby helping in branding and promotion.

Campus Placements:-

Campus placements are an integral part of any educational Institution. It is collaborative process of industry and institute interaction. It is considered as one of the best platforms for the industry to search for fresh talented intellectuals. Companies visit top universities or colleges when the students are about to complete their course and conduct the selection process. The selected individuals join the company after completion of their university course.

Campus Placements as an effective Branding and Promotion Strategy:-

Gone are those days when word-of-mouth was used for promotional and branding activities of educational institutes. Multiple opportunities have raised and each institute claim to have international tie-ups, high quality infrastructure, state-of-the-art technology and a promise of campus placements. The decision factor for an individual in selecting an educational institute is becoming even tougher as every educational institute claiming to be the best. This is where successful branding and promotion plays a very crucial role in bringing out the distinguishing factor.

Campus placements can prove to be one of the effective branding and promotional strategies to attract the potential applicants. Today parents have become more aware of the market dynamics and fear that it might affect their children's future if any mistake happens in choosing the right institute for higher students. This is the area where campus placements play a very vital role in branding and advertising.

Merits of campus recruitment as a branding and promotional activity:-

◆ **Attract the prospective individuals**

Campus placements give a wide choice to the management. A large number of applicants may be willing to join the organization based on the placement track record and the type of companies that participate in campus for recruiting.

◆ **Win-Win situation:** It serves as a win-win situation for both the Institute and the Individuals who tend to enroll for the courses offered in terms of employment with reputed brands of companies.

◆ **Economical:** This method can proved to be economical as campus placements itself a part of branding and promotion and no extra expenses will be incurred.

SUGGESTIONS

Through this knowledge study, few suggestions are made that can be used to improve the branding and promotion of educational Institutes through campus placements

✓ **Extensive Publicity**

It is suggested that the institutes make vast publicity of the placement activities happening in the institute so as to reach the targeted individuals. This can be achieved thorough social media, newspapers, T.V channels etc.

✓ **Reputed brands of companies**

It is suggested to invite reputed or familiar brands of companies for placements as this will give a good imprint in the minds of prospective individuals

✓ **Pool campus placements**

It is suggested that institutes conduct pool campus drive wherein candidates can be invited from other colleges can also be invited for placements and it helps in branding and promotion of institute.

✓ **Job Fairs**

It is suggested to conduct job Fair in the campus, where multiple companies participate for recruitments and individuals from all around the near vicinity will participate. There by increasing the branding and promotion of the institute. The success of Job lies again in extensive awareness created among the individuals.

CONCLUSION

Campus placements have become an increasingly popular way of reaching potential candidates by helping them in choice of educational institutions for higher studies. To reach these targeted audiences, educational institutes must use campus placements in increasingly clever and effective ways as discussed in this paper. The ideal campus placements will be a win-win situation for both the individuals as they get to know about new and recent placement record and also the educational institute as it can benefit in transforming of individuals to prospective students. Campus placements can be proved as relatively inexpensive branding of any educational institute,

REFERENCES

1. Andrews, Martyn J; Bradley Steve; Stott David, Upward, Richard (2008): *Successful employer search? An empirical analysis of vacancy duration using micro data. In: Economica. Vol. 75, p. 455-80.*
2. Kevin Lane Keller (2002), "Branding and Brand Equity," in *Handbook of Marketing, eds., Bart Weitz and Robin Wensley, Sage Publications, London, 151-178.*
3. Hannukainen, K. 2008. *Why do Chinese students choose to study in the Helsinki Region? [Online]. Available at <http://www.helsinki.fi/news/archive/8-2008/19-12-12-42>. (Accessed March 2014).*
4. Ashwathapa K, (1997) "Human Resource and personnel Management", Tata McGraw Hill:31-176.
5. 12]Ritesh Patel and Mitesh Patel(2012), "A Study On Perception And Attitude Of Students Regarding Factors Which They Consider While Making Selection Of Institute In Mba Programme In Gujarat State, *Journal of Arts, Science & Commerce*", Vol.- III, Issue -1,Jan. 2012

7. Dale Yoder (1942) "Personnel management and industrial relations", Prentice-Hall, New Delhi.
8. Bell, M.L. and Emery, W.C. (1971), "The faltering marketing concept", *Journal of Marketing*, October, pp. 37-42. Bennis,
9. W.G. and O'Toole, J. (2005), "How business schools lost their way", *Harvard Business Review*, May, pp. 96-104. \
10. Berthon, P., Hulbert, J.M. And Pitt, L.F. (1999), "Brand management prognostications", *Sloan Management Review*, Vol. 40 No. 2, pp. 191-9.
11. Dhanush Raja.K (2015) "A Study in the use of Print and E-resource by the user community in Madurai Kamaraj University", *Madurai Kamaraj University, Madurai. Accessed on Feb 2016.*
12. Edwin B. Flippo (1971) "Principles of Personnel Management", McGraw - Hill, New Delhi p. 194.
13. Gorter, Cees; Nijkamp, Peter; Rietveld, Piet (1996): *Employers' recruitment behavior and vacancy duration: an empirical analysis for the Dutch labor market. In: Applied Economics. Vol. 28, p. 1463-474.*
14. Holzer, Harry J. (1987): *Hiring Procedures in the Firm: Their Economic Determinants and Outcomes. NBER Working Papers 2185.*
15. John H. (2005) "How to Develop Essential HR Policies and Procedures", *McConnell, AMACOM.*

