

## MARKETING COMMUNICATION TRENDS IN HIGHER EDUCATION ENVIRONMENT

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Post in the introductory chapter defines the parties involved in communication of university in its internal and external environment. It urges to new trends (content, mobile marketing, social media, mobile-friendly solution, inbound marketing, real time bidding), which, when it is properly used, can help to create a positive image of school in the eyes of the wide public, these trends are the carriers of competitive advantage, tool for building loyalty of employees, students, graduates, sponsors, employers, etc. Graphic image of the perception of advertising by potential students and the following verbal comment affirm the need of using new trends for the visibility of school and getting the attention of the Internet generation X, Y, Z.

KEY WORDS: marketing, university, segmentation, generation X, Y, Z, trends of marketing communication.

### 1 Basis for marketing communication of the higher education in institution

Marketing is a scientific discipline that is developing very dynamically. Any school that wants to be successful and competitive must produce quality marketing activities and manage the marketing mix instruments. Marketing communication – as a tactical tool – ensures a presentation of a product or service to existing and potential customers, in case of university also for its graduates, professionals and the general public. It includes all support processes through which are existing and future customers informed and which influence their shopping habits – thus explaining the reasons why they should study at the particular school and what added value they obtain after graduation. Suitably chosen instrument of communication mix will affect the building of trust and loyalty and creation of long-term relationships with other interested parties. Through marketing communication the school tries to influence the knowledge, attitudes and needs of the customers in relation to the offered product (education, skills, abilities) or service. The school must recognize the importance of two-way communication in relation to its own employees, the media, government and financial institutions, suppliers and cooperating entities. One of the goals of communication is to make the whole society perceive school positively, including its activities and products. Suitably chosen communication is an accelerating and regulating factor between the supply and demand.

The new trends in marketing communication include content marketing, viral marketing, event marketing, emotional marketing, mobile marketing, product placement, internet marketing and much more. Online marketing is gaining on the importance with the development of modern technologies and scope and accessibility of the Internet. The modern trend of marketers is to use psychological effects to influence the purchasing behavior and customers' choice, offer unique competitive advantages and recommendations of satisfied customers that encourage them to purchase products. All these tools can be used in school communication practice.

Thanks to hypercompetition (even in the university environment) it is not easy to create original and effective marketing or to design effective and creative communication campaigns. Marketing communication is the most visible part of marketing. The addressees are becoming more demanding, more educated and more immune to traditional marketing tools. "Meeting of the traditional and the new is something which is very typical for the world of marketing communication. It seems that this world has to constantly come up with something new because the traditional is no more attractive, does not address

anyone and therefore will not be effective."<sup>1</sup> Standard marketing tools today cease to be enough, so there is a search for new effective forms of marketing management. New trends may increase the effectiveness of addressing, attractiveness and also can reduce marketing costs. Schools try to attract attention through these trends in marketing communication.

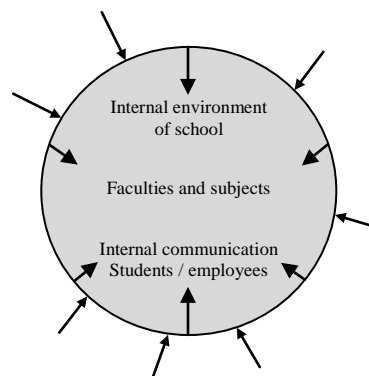
#### 1.1 Customer segmentation of university

"Academic premises are free premises. Soil guarantees freedom of research and knowledge that have not only a rational, but also an ethical dimension, morality and conscience which are shared by independent community of teachers and students – magistrorum et scholarium. This liberal academic premises are not there on a whim of university's representatives, but for the actual fulfillment of its responsibilities for research and teaching."<sup>2</sup>

Internal academic environment is characterized by factors that create the organization itself. It is the quality of employees and academic staff, students, physical environment, organizational structure, quality and capabilities of academic administration, interpersonal relations between university staff and also between staff and students, and last but not least the organizational culture. One of the most important components of the internal academic environment are people, their skills, knowledge, expertise and education, their achievements, satisfaction with the work environment and the ability to communicate.

Academic microenvironment consists of entities that are not part of the university, but interact with school and influence each other. Usually these are the representatives of the target groups, which for some reason want or need to work with the university. These are students and university graduates, its employees, Ministry of Education, sponsors, partner and competing schools, secondary schools as a potential supplier, cooperating businesses and professionals as well as general public. Microenvironment entities constitute of representatives of the external target groups for the communication of higher education institutions.

Pic. 1.1: Internal target groups in an academic environment

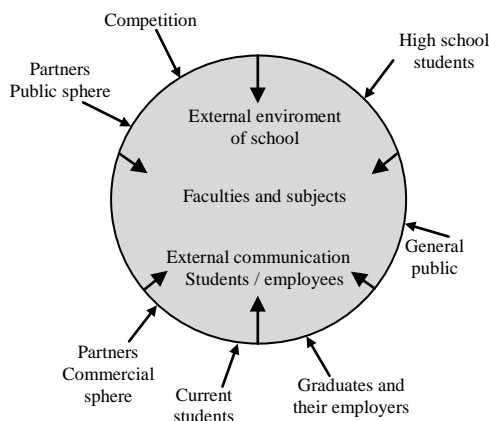


Source: SOUKALOVÁ, Radomila. *Současná role komunikace vysoké školy s cílovými skupinami*. 1. edition. Zlín: Verbum, 2012. ISBN 978-80-87500-14-9. p. 25.

<sup>1</sup> BAČUVČÍK, Radim. *Tradiční a nové v marketingové komunikaci*. 1. vyd. Zlín: Verbum, 2011. ISBN 978-808-7500-040. p. 7.

<sup>2</sup> HAMPL, Václav a Jan HÁLA. *Závěrečné komuniké z konference „Historie, současný stav a perspektivy univerzit“* in AULA, časopis pro vysokoškolskou a vědní politiku, 2008, ročník 16, č. 1, CSVŠ ISBN 1210-6658, p. 67.

Pic. 1.2: External target groups in an academic environment



Source: SOUKALOVÁ, Radomila. *Současná role komunikace vysoké školy s cílovými skupinami*. 1. edition. Zlín: Verbum, 2012. ISBN 978-80-87500-14-9. p. 25.

Identification of target groups and their properties for communication purposes of higher education institutions is usually based on socio-demographic characteristics like age, gender, place of residence, type of high school, relationship with an institution, expected benefits.

For more detailed specification of potential and existing students (full and part-time study) it is necessary to deal with the characteristics of each generation, known under the name of generations – X, Y, Z, silent generation. This is simplified in Table 1.1.

Tab. 1.1: What distinguishes generations?

Generation Y 1980 – 1996	Generation X 1965 – 1979	Generation of babyboom 1946 – 1964	Silent generation 1928 – 1945
Use of technology (24 %)	Use of technology (12 %)	Work ethic (17 %)	II. World War / economic crisis (14 %)
Music culture (11 %)	Work ethic (11 %)	Tolerance (14 %)	Intelligence (13 %)
Liberality / tolerance (7 %)	Conservatism (7 %)	Values / morality (8 %)	Probity (12 %)
Intelligence (6 %)	Intelligence (6 %)	„Baby boom“ (6 %)	Work ethic (10 %)
Clothes (5 %)	Tolerance (5 %)	Intelligence (5 %)	Values / morality (10 %)

Source: BERGH, Joeri van den, BEHER, Mattias. *Jak cool značky zůstávají hot: marketing zaměřený na mladou "generaci Y"*. 1. edition. Brno: Bizbooks, 2012. ISBN 978-80-265-0002-5. p. 23.

While the majority of teachers and school staff could be included in the silent generation, baby boom generation, generation X, the majority of students belong to the generation Y. Generation Y is said to be a generation of the cyber revolution. Digital progress and the ability to connect from anywhere changes social DNA the same way the industrial revolution transformed the culture and lifestyle of the late 19th century. Thanks to the digital media, today's 13 – 25 years old people form their own world through cell phones, internet, tablets and music players. To obtain a unique competitive advantage in their eyes, the school should be aware of their differences and focus marketing activities of schools on their lifestyle. This generation is also referred to as the turn of the millennium generation, also generation Why, Next Generation, Search Generation, digital natives, Echo Boomers and the like. The Generation Y is the successor of the Generation X. Views of children of this generation have weight and parents take them into account when

discussing things. Young people have the opportunity to travel, play sports and learn new things. They are critical, cynical and well-known for the fact that it is quite complicated to amaze them. It is hard for them to resist the need for immediate gratification and they can maintain attention for a short period of time. They want to implement their ideas immediately. It is on marketers to take advantage of this valuable information in their strategies and successfully hit this large group. The next succeeding generation is generation Z – those born after 1996, today's preschoolers, elementary school students and future students at higher education institutions. Larry Rosen has marked them in his book *Rewired: Understanding the iGeneration and the Way They Learn* as an iGeneration. The prefix i – "I" means to edit and customize everything according to your needs. For them it is quite common to use the internet and mobile devices on a daily basis. For them, technology is not a tool but part of life. In connection with the characteristics of each generation it is often discussed whether its members are not only in a stage of life or if their opinions or way of thinking will change through time. The clear answer is no! "Generation is a product of the time and of course, technology, media, social indicators and events that make it uniquely shaped. Values, attitudes and priorities that were set at a young age will remain unchanged for the rest of their life."<sup>3</sup>

The above text implies that the use of new marketing trends is necessary for a successful communication with existing and potential students. Some of them will be presented in the following text.

## 2 Marketing trends in higher education environment

### 2.1 Content marketing

As a result of the hyper competition, the importance of interesting and creative communication is significantly growing. The user brings a new quality. According to the Content Marketing Institute, content marketing is basically an art of communication with supporters and customers when the company does not try to sell anything. Sam Decker states that content marketing is not product-focused, but rather informative, enlightening, entertaining, etc. By publishing this type of content, schools attract the attention of interested parties but at the same time they have to focus on the topics of cognitively connected with their offers and demonstrate audience their expertise. The definition of the website Copyblogger is "Doing content marketing is to create a free and regular extra quality content that your audience will share and find it useful or funny. Quality content will attract some people who may find your content interesting and, eventually, they can become your customers. And if the processes are set well and customers are satisfied, the customers will become returning customers. Because you publish quality educational content, the customers will believe you, like you and it will make them want to do business with you."<sup>4</sup>

The main aim of the content strategy, as well as of the marketing, is to satisfy the customer (or Internet users). First, it is necessary to determine their wishes and needs and then satisfy them through the content that you deliver. Since the main objective of the content strategy (as well as other online marketing tools in most cases) is to maximize the number of relevant visitors on school's website, social networks, blogs and forums. First of all it is necessary to know what people are looking for, what they want, what issues are troubling them, to which questions they would like to know the answer. After learning these facts, the information is deployed on the specific medium and channel through which the company's communication will be brought to the internet end user. The mix (concrete channels and media) is filled with information and its

<sup>3</sup> BERGH, Joeri van den a Mattias, BEHRER. *Jak cool značky zůstávají hot: marketing zaměřený na mladou "generaci Y"*. 1. vyd. Brno: BizBooks, 2012. ISBN 978-80-265-0002-5. p. 21 – 24.

<sup>4</sup> PROCHÁZKA, Tomáš. [online] *Co je obsahový marketing a proč ho používat*. [cit. 2014-04-05]. Available at: <http://www.vceliste.cz/co-to-je-obsahovy-marketing/>

content is continuously published on the basis of precise schedule. Since each target group responds differently to different media types and uses different channels for receiving information, it is not possible to create a mix which would be successful across all segments. Online content strategy consists of the following parts:

- Media – these can be articles, applications, dictionary, text post, photos, status on Facebook, forum post, video, e-book, events, infographics or other graphics and more. An example in the higher education institutions environment may be a video recorded by the VŠFS multimedia center. It is a short film presenting successful graduates. It introduces the five former students who were able to exploit the potential of education and achieved extraordinary results in their professions. Video can be published on the school website, at Gaudeamus exhibition, on the social network YouTube, it can be part of a school presentation at the Open Day, etc.
- Channels – individual channels are web, blog, Facebook page, YouTube channel, Twitter account, Foursquare account, a discussion forum, specialized magazine, conference proceedings, PPC advertising, as well as personal communication in the context of official and unofficial school activities (soccer tournament for Rector's cup, school ball, press conference for prof. Klaus', etc.)
- Content – it is a text, photographs, videos, competitions, quizzes, e-learning and the like. An example is the content of the new website [www.ematurity.cz](http://www.ematurity.cz) through which VŠFS provides potential students – present high school graduates – with video simulations of oral final examinations presented in an entertaining way in the sections Czech with Švejk, English with Harry, mathematics with Albert.
- Schedule – it is a document that contains a particular form of tasks, including data publication, an article, specialized magazine and number of views. An example might be an article published by doc. Milan Kašík in the magazine *Marketing & Media* on the 3<sup>rd</sup> of March 2014. The school promotes the development of practical skills and it has set up an advertising agency for the students.

An integral part of every content strategy is key performance indicators (KPI)<sup>5</sup> which measure the performance and success of activities.

## 2.2 Social media

The website [mediaguru.cz](http://mediaguru.cz) defines social networks as a "special group of Internet services that enable mutual virtual-social connection of people on the Internet, communication and social activities. Major social networks include Facebook, LinkedIn or Twitter. However, there may be other networks such as Groupon (collective shopping) Delicious (bookmarks manager) and others.<sup>6</sup> Social networks fall into the category of Web 2.0. They exist because users make their contents. "Their fundamental essence is something more – creation of virtual relations between users. Those networks contain functions for sending messages similar to e-mails, for direct communication (ICQ, Skype) and the basic method of communication is sharing."<sup>7</sup>

It is necessary to monitor and evaluate results of school's activities on social networks for long periods. Nevertheless, the social networks have now become a tool for personal recommendations. Up to 80 % of social networking visitors search for recommendations/opinions on the brand or company and make a decision based on their findings. Grant Leboff describes in the book *Sticky Marketing* the importance of social networks as follows. "It is a specific kind of platforms where the

conversation will take place and where you can find people who want to influence you. You cannot expect these people just come to you by themselves. To get their attention and to establish the initial contact you have to be present in places they often visit."<sup>8</sup>

## 2.3 Visual content of the message

What does it mean? Visual information include the source of information in the form of visual media such as static pictures, presentations, photos, videos, some digital stories in the form of audio recordings and more. All this in order to facilitate memorization and efficiency when getting attention. Well-known data prove why is the visual content of the school presentation important. Textual content, even if it is interesting, may not attract you so much. 90 % of information that the human brain holds is of visual nature. This content is also easier to remember by up to 65 %. The school attracts people with bold colors and creative graphics and addressees of the statement get a clear message. 40 % of people rather respond to a visual signal rather than to its textual variant.

In connection with this topic, the creation of messages should respect the trend in the provision of information by using infographics. Data say that creating good infographics can increase website traffic by up to 12 %. Video content is another very visible pillar of this trend – 85 % of all videos are viewed online. Website Design is for 46 % of people the first criterion when assessing the credibility of the company. A potential customer is more likely (around 85 %) to become a real customer (student at the school) after watching the video demonstration of the product along with virtual tour around the school and with the presentation of sample lessons.<sup>9</sup>

## 2.4 Mobile-friendly solutions

Content adjusted to mobile devices such as tablets and mobile phones is gaining on importance. Smart phones and tablets are one of the most popular devices among the students and interested parties. Mobile-friendly content is adapted to be read even in those mentioned facilities. It keeps the original text and graphics. The only difference is that it is adapted to another resolution. Not only websites should adapt their content to different devices. Also e-mail marketing requires mobile-friendly content. More and more people are accessing the internet via mobile devices and e-mail communication (and search) is among the most frequent activities.<sup>10</sup> Web access is changing in favor of mobile media. For illustrative clarity see Table 1.2.

Tab 1.2: The proportion of devices through which users access the internet. Comparison of the first quarters of 2012 and 2013.

Device/ Period	Q1 2012	Q1 2013
Traditional	88,62 %	78,99 %
Tablet	5,95 %	10,58 %
Smartphone	5,42 %	10,44 %

Source: Smartinsights [online]. Statistics on mobile usage and adoption to inform your mobile marketing strategy. © Smart Insights (Marketing Intelligence) Ltd. [cit. 2014-04-05]. Available from: <http://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics>

## 2.5 Inbound marketing

What is inbound marketing? Roughly one can say that it is about how to be the center of attention when you are talking about any topic. Future customer gets to the website of the company practicing inbound marketing through compelling content that

<sup>8</sup> LEBOFF, Grant. *Sticky marketing: jak zaujmout, získat a udržet si zákazníky*. 1. vyd. Praha: Management Press, 2011, ISBN 978-80-7261-235-2, p. 124.

<sup>9</sup> HubSpot [online]. *Fascinating Statistics That Make the Case for Using Visual Content in Your Marketing*. [cit. 2014-04-05]. Available from: <http://blog.hubspot.com/blog/tabid/6307/bid/33423/19-Reasons-You-Should-Include-Visual-Content-in-Your-Marketing-Data.aspx>

<sup>10</sup> Sdružení pro internetovou reklamu. [online]. *TZ Internet je využíván jako komunikační nástroj, zdroj informací a zábavy*. Copyright © 2011 SPIR z. s. p. o. [cit. 2014-04-02]. Available at: <http://www.spir.cz/tz-internet-je-vyuzivan-jako-komunikacni-nastroj-zdroj-informaci-zabavy>

<sup>5</sup> KPI – key performance indicators that are used to measure the performance of certain activities. In the online environment are known CTR, web traffic, number of subscribers, the number of fans, etc.

<sup>6</sup> MEDIAGURU [online]. *Sociální sítě (definice)*. Copyright © 2013 PHD, a.s., [cit. 2014-04-05]. Available from: <http://www.mediaguru.cz/medialni-slovník/sociální-sítě-social-media/>

<sup>7</sup> BEDNÁŘ, Vojtěch. *Internetová publicistika*. 1. vyd. Praha: Grada Publishing, a.s., 2011. ISBN 978-80-247-3452-1, p. 193.

attracts his attention. The aim is to make people demand school's products or services, contribute to a positive image, build loyalty. It involves countless tools and activities which include SEO, e-mailing, PR releases, podcasts, forums, creation of backlinks (called Link-building), blogs, videos, social networking and more. Unique content and appropriate distribution can result in the desired effect (see section 1.2 Content marketing). You need to know your product well and be clear about what you want to offer to interested parties. Offer quality of teaching and practical application to the students, graduates that are prepared for jobs to the employees, and professional development to the staff, etc. In the context of content creation and its deployment across the web we will probably encounter some "blind shots" (one type of content will be less effective than the other). However, activities cleverly set within content marketing can save us a lot of effort and money that can be spent elsewhere. The aim, of course, is to convert users into customers and we need to focus on this aim. Numbers cannot be avoided even here. As in other activities, we cannot do without measurement and analysis. For the full image, we have to mention other specific activities within inbound marketing. These include uploading of useful articles on blogs (preferably from prominent figures in the field, the so called influencers). It is also appropriate to upload an article that leverages our product and discusses the reasons why to buy it into the respected online magazines. It is not just about PR articles, the content can also be a video, the interviews with celebrities, infographics. Specifically, for example, the daily newspapers E15, March 13<sup>th</sup>, 2014, Petr Budinský: The quality of teaching is also provided by the real life experts; Ekonom, February 20<sup>th</sup>, 2014, Jaroslav Vostatek: Four ways where you can go, iDnes.cz, February 7<sup>th</sup> 2014 Czech teachers favour girls. A new study opposes feminists. Petr Matějů, Dean FSS VŠFS.

## 2.6 Real-time bidding (RTB)

It is a technology that makes it possible to buy banner ads more effectively through auctions. Compared to the traditional purchase of banner advertising as we have known so far, the real-time bidding (RTB) offers more effective and faster execution of campaigns, and what is more important, advertising can be focused specifically on the selected user. In practice it means that the site visitor upon entering website is displayed a particular advertisement, which is determined by the interaction with the web presentation or advertising based on his interests. So, it is not a pig in a poke, but a very well-targeted advertising with a lower number of impressions (ad views) for favorable prices. The following text zooms closer at the real functioning in practice.

In the world of RTB, there exist two sides (platforms) among which the auction takes place in real time. As in the economy, we have the supply side and the demand side. The media (SSP, Supply-side platform) and then the advertisers (DSP, Demand-side platform). It is important to note that not every advertising space is available via RTB. However, if a user comes to the area available via RTB, after he loads the page, the real time auction takes place between the SSP and the DSP. There the publisher (medium) sells impressions that he could not sell in a classic sales (not in RTB). Subsequently, the advertiser is selected (by several factors) and the banner is then displayed to the user. The advertiser buys an audience through DSP platform (it is important to have collected or purchased data). It is important to note that using this form, the advertiser buys the audience, not the space. For example, in the USA transactions through RTB account to around 10 %. In the next few years it is expected to increase to 25 %.<sup>11</sup>

The advantage of using Real-time bidding is reduction of costs for advertising, more accurate (and specific) audience, transparent menus, the representative of the school sees all

campaigns in one system, faster start-up campaigns, opportunity to reach previously targeted users (retargeting) and others. For this system there are several different platforms such as Double Click Bid Manager or AdForm.

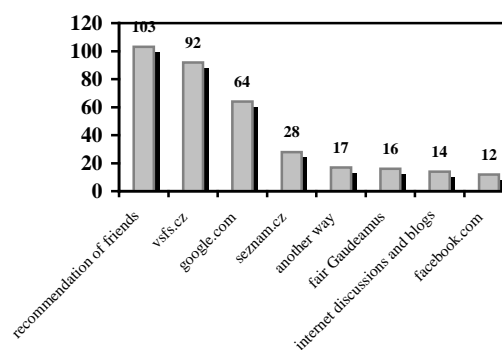
We could go on, naming many new trends. What does it mean for everyday communication activities of higher education institutions? We recommend to reconsider existing forms of online marketing activities, to determine how existing communication of schools is evaluated by potential and current students, graduates, staff, and other interested person. It is necessary to precisely define the target audience and determine what segment of customers we are trying to reach – and, subsequently, deduce concrete steps for communication campaigns that are suitable for the communication in online and offline environments.

## 3 How students of VŠFS, o. p. s. perceive its communication

Advertising is one of the essential elements of the communication process of VŠFS, o. p. s. The school uses all elements of communication and media mix – i.e. print and outdoor advertising, radio, television, and online advertising. Its communication strategy involves sales promotion, personal selling, PR, fairs and exhibitions, events, thematic Open days "What it's like to be our student", guerilla campaigns – such as events Do you want to have your own statue? Study! etc.

The chart below is the result of the VŠFS's survey with its prospective students. Questionnaires were distributed at the Open Day and their aim was to determine the primary impulse that brought visitors to VŠFS, o. p. s. and, therefore, where is the most effective place for an ad. The evaluation covers the year 2013 and a total of 407 corresponding prospective students. The graph shows that most participants knew about VŠFS, o. p. s. from friends, parents, colleagues, etc. This indicates the need for continuous building of a positive image in the eyes of the general public and also the need to build brand awareness and to promote achievements of the school. Another source of information is the website of the school, Google, Seznam, Gaudeamus exhibition, online discussions and blogs.

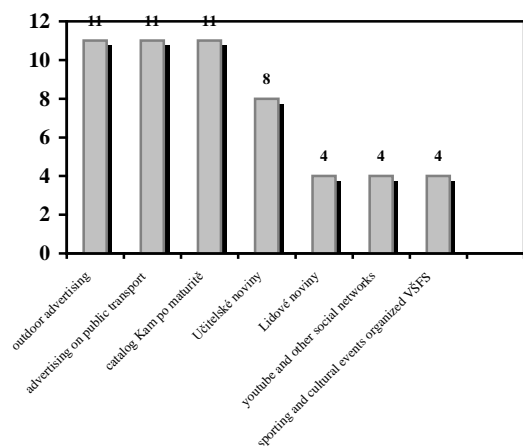
Graf 1.1 Graphical representation of perception advertising VŠFS from part of potential students



Source: internal school material

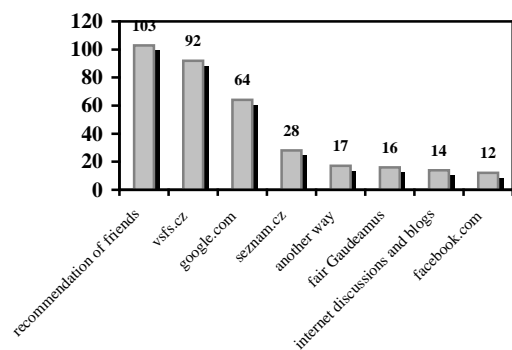
<sup>11</sup> Blog.hl. [online]. *Seznamte se s real-time biddingem*. © 2013 H1.cz Ltd. a QUIISMA company. [cit. 2014-04-06]. Available at: <http://blog.hl.cz/aktualne/seznamte-se-s-real-time-biddingem/>

Graf 1.2 Graphical representation of perception advertising VŠFS from part of potential students



Source: internal school material

Graf 1.3 Graphical representation of perception advertising VŠFS from part of potential students



Source: internal school material

It is clear from this graph that school's communication has been correctly focused on online media appealing to the current generation. This confirms the need for the use of new trends in marketing communication. An essential part of marketing activities is to constantly react to changes in key areas following the European higher education institutions settings. Within marketing strategies it is important to focus on creation of values for customers and interested persons, respect individual approaches based on knowledge of their habits, needs, requirements and expectations. Now the current need of the younger generation is the communication on the internet and interesting news communicated through emotional and content marketing.

#### 4 Conclusion

Marketing of higher education institutions is a complex process which management must be based on many factors. These factors are responsible for the content that institutions communicate in different ways to the interested groups. Rapid change of marketing communication tools goes hand in hand with changes in the global economy, information technology, needs, requirements and expectations of customers. As a result of these changes, the marketing must develop and use new ways of addressing customers. The new trends in marketing communication include content marketing, viral marketing, emotional marketing, mobile marketing, product placement, internet marketing along with the use of social networks, remarketing, mobile-friendly solutions, inbound marketing and

many more. Prestige of the school and its success depends on the marketing skills of the school staff.

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#### Primary Paper Section: A

#### Secondary Paper Section: D, G, L