

Discussion and Practice of Integrating Marketing Recruitment Strategy in Private Colleges and Universities

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Abstract: Privately-run colleges and universities are short of funds, scientific and effective management and supervision system, and there are more and more serious crisis of students. The source of enrollment is the life of private colleges and universities, which is related to the survival and development of private colleges and universities. Combined with private universities recruit students work and the present situation of the marketing strategy, through reading a large number of relevant literature, according to the theory of integrated marketing, combined with the present situation of the private colleges admissions marketing strategy, analysis of the present stage private colleges in the existing problems in marketing strategy, and from the aspects of product strategy, price strategy, channel strategy and promotion strategy is analyzed respectively, To implement integrated marketing strategies and suggestions. In order to promote the recruitment of private colleges and lay a good foundation for the healthy and sustainable development of private higher education in China.

1. Introduction

Due to the relatively weak hardware facilities and software facilities, private colleges and universities are facing the pressure of enrollment due to the continuous decrease of students and the decline of school quality. The quality of enrollment determines the quality and quantity of students, which directly affects the running funds of private colleges and universities. In the current competitive market, a large number of private colleges and universities want to stand on the ground, it is necessary to develop the appropriate recruitment strategy according to the marketing theory^[1].

Integrated marketing is the consumer as the core, the reorganization of the enterprise behavior and market behavior, comprehensive coordination to use various forms of communication way, in a unified goal and the spread of unified image, deliver consistent product information, the integrated marketing strategy to recruit in the whole marketing strategy formulation and implementation process, accurately determine the school recruit students in each stage of development of marketing ideas, To the needs of students as the guidance, the needs of students and the long-term development of the school combined, more effectively achieve the purpose of advertising and product marketing^[2].

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2. Current situation and existing problems of private college enrollment

2.1. Current situation of private college enrollment

In recent years, the enrollment of private colleges and universities has declined and the enrollment rate is low. Different from public institutions of higher learning, private colleges and universities do not have the support of financial funds from the state financial department. Most of the funds of private colleges and universities come from the tuition fees paid by students^[4]. The low enrollment rate of private colleges reduces the funds of schools and makes it difficult for them to operate.

The number of private colleges and universities in China continues to increase, but the number of students is constantly decreasing, in order to maintain a certain number of students, many private colleges and universities relax the enrollment conditions and thresholds, expand the number of enrollment. In this special environment, it is of great significance for private colleges to reform themselves. Privately-run colleges and universities are struggling all the time. Some privately-run colleges and universities in China have reached a higher level of education quality, education level and talent training, even surpassing public colleges and universities.

2.2. Problems existing in recruitment marketing strategy of private colleges and universities

Private colleges and universities have the problems of inaccurate product positioning and imperfect curriculum system leading to the lack of training characteristics. Private colleges and universities lack their own characteristics^[5]. In the aspect of talent training, the lack of advanced grasp of talent market demand, it is difficult to timely overall planning and adjustment of talent training structure and level, the form of full-time education learning excessively depends on and teacher-centered teaching, ignoring the social thought and the change of students' acceptance way.

Private universities have no difference in tuition fees, and the tuition is relatively high. It fails to reflect the characteristics of different disciplines and specialties, and fails to attract consumers' attention through pricing. In fact, there are great differences in market demand of different disciplines, and the market response is very different.

Private colleges and universities have not established perfect marketing channels, there are great problems in the analysis of marketing environment and the construction of channel team. Because the marketing concept is backward, the marketing talent in the recruitment work is very few, resulting in the marketing channel is not perfect, did not form a scientific and systematic system. The construction and selection of marketing channels are all in the recruitment and employment department, which is very unfavorable to the construction of channels and the subsequent information dissemination and feedback^[6].

There are many problems in the publicity of private colleges, such as simple methods or false publicity. The main way of publicity is advertising or publicity personnel, in the way of promotion is relatively single, lack of innovation.

2.3. Research Status at home and abroad

With the continuous development of private colleges and universities, the related research on private colleges and universities is also increasing. At present, the research on private colleges and universities mainly focuses on three aspects. The first aspect is the research on the development status of private colleges and universities; the second aspect is the research on the enrollment status and existing problems of private colleges and universities. The third is how to construct and perfect the marketing strategy of private colleges to solve the problem of enrollment difficulty.

In the process of development, private colleges and universities in China pursue economic interests too much, leading to the lack of core competitiveness, and blindly learn from foreign experience, but in fact, foreign educational experience is not applicable to the current development of private colleges and universities in China. The marketization development of privately-run colleges and universities can learn from the sales thinking, management mechanism and service consciousness of privately-run enterprises, so as to establish the development mode of privately-run colleges and universities suitable for marketization development^[7].

3. Theoretical basis

3.1. Traditional combination marketing theory

Combination marketing refers to a series of marketing variables and marketing strategies that marketers can influence and operate. The marketing strategy is based on the needs of customers. This model emphasizes the "combination" of various factors to achieve the goals of companies and consumers. According to the consumption habits and information of customers in the past, organize various activities to carry out business activities regularly, and then conduct transactions with customers according to the coordinated price strategy, product strategy and promotion strategy, and finally achieve corporate goals.

Combination of traditional marketing includes many aspects, but, after all, the resources of the enterprise co., LTD, and this combination marketing enterprise cannot be in the form of more resources to focus on some main aspects, which will not form a distinctive competitive advantage, resource waste and will form a large extent, make the use of limited resources can not get the best. Ignoring the changes in the market environment makes the formulation of marketing strategies to a large extent just a formality, unable to develop targeted marketing strategies according to the market changes and the characteristics of the enterprise itself^[8]. Ignoring media analysis. Do not understand the characteristics and advantages and disadvantages of each media, lack of clear media marketing strategy.

3.2. Integrated marketing theory

Integrated marketing is a systematic integration of all kinds of marketing tools and methods, according to the changing external market environment for dynamic change, and finally achieve value-added interaction between the two sides. Integrated marketing the earliest now 90's of Europe and the United States developed countries, this is because the developed country area is the earliest to enter the market economy era, in the environment at that time its mainly with consumer - based marketing ideas. On the premise of satisfying consumer demand, integrated marketing strategy can satisfy the enterprise's goal to the greatest extent and achieve a win-win situation for both consumers and enterprises.

Admissions process in the use of integrated marketing, this is for the purpose of the admissions process, the school the actual condition of teaching and quality as the foundation, to the school recruit students in each stage of development, marketing ideas for recruitment marketing strategy of reasonable design, the current development trend of the state, society, employment market changes to adapt to, Constantly meet the needs of social development. To meet the education and development goals of students, to achieve mutual benefit of the school, the school and the society.

4. SWOT analysis of private college enrollment environment

4.1. Advantage analysis of enrollment environment

Market-oriented, emphasizing skill education: Private colleges and universities are basically market-oriented, set up disciplines and majors according to market demand, and gradually form their own characteristic brand majors in long-term teaching practice^[9]. Privately-run colleges persist in running schools with multiple specialties and distinctive specialties. According to the changes of the market, they set up corresponding specialties, focusing on cultivating applied talents and talents in urgent need of the country. They have strong flexibility and practicability in specialty setting. Moreover, it lays more emphasis on skill education, pays attention to the improvement of students' practical ability, sets up practical training courses, and cooperates with enterprises to organize students' internship, and combines cultural course teaching with practical teaching, so that private college graduates can better adapt to the needs of the market and enhance their market competitiveness.

The level of running schools has been gradually improved: with the support of national policies, the expansion of teachers and the improvement of the quality of students in private colleges and

universities, many private colleges and universities have obtained the qualification of upgrading to undergraduate level, and even obtained the qualification of postgraduate enrollment. It can be seen that excellent private colleges and universities also have their own advantages in teachers, teaching resources and other aspects, and gain certain influence in the society, and establish their own brand effect.

4.2. The disadvantage analysis of enrollment environment

Lack of social influence: Many parents and examinees have a great misunderstanding of private colleges and universities, which is the most basic reason for their lack of understanding. In the public's mind, private colleges and universities are not formal, and their education will mislead children. Due to the private nature of the private colleges and itself in the complexity in the process of development, makes it hard for private colleges to obtain the trust of the people, the parents and students only in the case of the university entrance exam is not ideal can choose private colleges, in fact, a kind of helpless choice, private colleges to a certain extent, is the social public regard sb with special respect or new views of a group of "alternative".

Unreasonable structure of teachers: Private colleges and universities do not receive financial support from the national financial department, so the salary level provided by private colleges and universities is quite different from that of public colleges and universities, which makes private colleges and universities unable to attract more high-quality excellent educators, so there are many unreasonable aspects in their teachers. Many of the educators on the faculty are recent graduates or retirees from other universities and lack a large number of academic leaders. At the same time because of the personnel system is not sound, "double type" teachers in private colleges lack, lack of practical experience, professional teachers is unable to obtain appropriate professional qualification certificates and technical titles, and with industry, professional technology qualified personnel in enterprise to teachers can not meet their expectations, after therefore in the process of working actively J positions is reduced greatly.

Weak management mechanism: the staff assessment system is not sound, salary management measures are not obvious. In many private colleges and universities, human management plays a major role, which not only increases the cost of management, but also greatly increases the risk of management. The service of the logistics department is not timely, which makes the school staff have a bad impression.

4.3. Opportunity analysis of recruitment environment

Government policy support: Since entering the 21st century, the Chinese government has formulated a series of policies and regulations to continuously increase the support for private colleges and universities, and continuously improve the social status of private colleges and universities.

The popularization of the concept of nationwide marketing: the concept of full recruitment has formed a consensus among teachers and students of private colleges, and internal marketing and relationship marketing have played a great role in the recruitment work over the years. Every summer vacation, all the teachers and students of the school will go out and form a group of professional recruitment teams to carry out recruitment publicity in various high schools. The recruitment marketing strategies are constantly improved and perfected, providing more opportunities for the development of private colleges.

The social atmosphere of lifelong education and universal education: Our government advocates universal education and lifelong education, and these policies provide policy support to private colleges and universities. At present, with the continuous development of privately-run colleges and universities, the quality of education is also constantly improving. The society provides a large number of useful talents, so the favorable degree of government departments and society to privately-run colleges and universities is constantly increasing, and the living environment of privately-run colleges and universities has been greatly improved.

5. Countermeasures and Suggestions for integrating marketing enrollment in Private colleges and universities

5.1. The implementation of integrated marketing strategy is an inevitable requirement of enrollment environment

For private colleges and universities in China, the source of students is the lifeline, which is the premise and foundation of the development of private colleges and universities, but the recruitment of students is the main source of private colleges and universities to obtain students. Under the current new situation, the policy, approach, nature, source and quality of private college enrollment are changing constantly. Want to survive in the changing social environment and the development of private colleges admissions propaganda work to keep pace with The Times, on the basis of the relevant laws and regulations, adjust measures to local conditions, to change ideas, such as, innovation concept, under the propulsion of external factors, according to the policy as the guide, constantly improve themselves, at the same time actively looking for new breakthrough, change model, The recruitment of students propaganda, the work should be guided by the market and students, all department, teachers should start from the perspective of student-centered, integrate all resources and the relationship between the department and between staff, through collaboration with each other to provide good service for students, to achieve the marketing objective of the college, We will fundamentally advance and improve the reform of the enrollment mechanism for private colleges and universities.

The recruitment work of the school applies the integrated marketing strategy, including planning, promotion, application, data analysis, team management and so on. Only by managing and controlling the whole process of integrated marketing can we give full play to the advantages of low cost and quick effect of integrated marketing. Therefore, in the process of private colleges and universities, we must improve the recruitment training content, give full play to the maximum effect of each recruitment staff, and achieve twice the result with half the effort.

5.2. Strengthen recruitment team construction

Integrated marketing is a systematic project, which requires the school to have a special organization to lead, organize various forces and coordinate various aspects of work. Integrated marketing is the core of operation, including planning, organization, coordination, implementation and control of all levels, thus private colleges and universities must pay more attention to the cultivation of the admissions officers, equipped with special admissions departments and admissions officers from the school level set file integrated marketing strategic planning, integrated marketing positioning, thus more clear school defines the goal of integrated marketing, and determine the profit model, Comb the development idea of integrated marketing. The most critical step in the construction of integrated marketing organizational structure is the cultivation of recruitment personnel.

Strengthen the brand construction, private universities in running schools need to market demand as the guidance, the pursue the quality of development path, in addition, need to be flexible shift its direction to suit the needs of the state and society, to cultivate talents as the goal of education attitude, only in this way, private colleges to gain long-term development in many colleges and universities. School-running characteristics are another key factor to attract students and also a hardware measure to ensure the implementation of integrated marketing strategy. The reason why the recruitment publicity of many private colleges and universities has not achieved satisfactory results is largely due to the lack of characteristics and brand. Provide quality service, help a part of the junior college students may be admitted to the undergraduate or graduate.

5.3. Strengthen recruitment team construction

Rely on public relations resources. In the implementation of the recruitment marketing strategy, it is necessary to maintain good public relations with government departments, parent schools, source high schools, school staff, students and other groups, so as to give full play to all aspects of forces to promote the recruitment publicity of private colleges and universities.

Establish recruitment marketing website. The implementation of integrated marketing strategy requires private colleges and universities to adopt marketing plans suitable for the taste of consumer groups, keenly capture the changes in the market environment and consumption habits of the new generation of network, and continuously expand the enrollment network, so as to achieve better enrollment effect. According to the habits and characteristics of examinees in modern society, private colleges and universities need to actively explore the Internet marketing to recruit students and constantly broaden the channels of recruitment.

Apply new media platforms. For the application of network integrated marketing in the recruitment of students work in addition to school activities, network construction, information release, etc., which can also be from the perspective of modern marketing, to use of new media platforms, according to the examinee's consumption habits and demand for basic, using a variety of integrated into the recruitment of students work the entire contents of the marketing strategy, achieve 360 degrees of the marketing situation of no dead Angle.

6. Conclusion

1) Build an effective marketing organizational structure, strengthen the training of enrollment personnel, improve the content of enrollment training, and strengthen the implementation of enrollment incentive policies.

2) Strengthen brand building, improve school quality, increase school characteristics, and provide quality services.

3) Guide the change of public opinion and cognition, seek the support of government policies and legal protection, further standardize the enrollment order of private colleges, and mobilize the coordination of multiple departments for active guidance.

4) Integrate marketing and publicity methods, rely on public relations resources, establish recruitment marketing websites and make full use of new media platforms.

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