

Abstract

This paper will review and discuss Lewison and Hawes' (2007) article, Student Target Marketing Strategies for University. It will also explain the purpose served by my two selected peer-review research journals to support my discussion for this study. The application of this assignment is to ensure that educational institutions use targeted marketing to sustain the success and achievement of college or university students.

Article Overview: Lewison and Hawes' (2007) article, Student Target Marketing Strategies for University

The purpose of this peer-reviewed research journal is to ensure that universities provide accurate marketing strategies on how to attract and retain students. The researchers want to make sure that universities develop marketing plans to provide affordable educational services to all the students regardless of their ethics, races, gender, disabilities and many others. It is significantly important for educational leaders to employ tactics and find ways on how to connect with students. The article states, "Having an accurate marketing segmentation structure is the future for Universities (Lewison & Hawes, 2007)." I believe it is indispensable to identify the purpose of your institution to educate students and neighboring community for services your school offers.

My Perspective

Based on the reading, I believe researchers want to make certain that the norm for successful universities is to interact and provide educational tools for students' success. The researchers believe that universities can reach and connect with students by direct multi-channel marketing advertisement. The direct multi-channel marketing helps universities advertise available academic services online, television broadcast, newspapers and many others to reach

inside the community. The article states, “That way, a university can attract and retain students because of the unique value proposition offered to them, and because the university understands that the market is composed of individuals, and important groups (Lewison & Hawes, 2007).” I believe marketing strategy is a concept that helps business individuals to approach customers and build relationship by sustaining their business operations.

Interactive Questions for Reading Journal

Below are the three interactive questions I developed as I was reading the Lewison and Hawes' (2007) article:

- 1. How would universities become competent?**
- 2. How would universities strategize their marketing structure?**
- 3. What are the benefits of marketing strategies?**

Below is the discussion of the three main Interactive Responses:

1st Interactive Question: How would universities become competent?

I developed this interactive question because I believe it is important for a university to gain knowledge and practice on how to compete against other universities. The business department in every university should strategize their organizational marketing plan to attain their business objectives. The article, state, “Therefore, to meet the needs of students, faculty and employers and graduate more globally competent students, many universities become more strategic in their internationalization efforts (Lewison & Hawes, 2007).” This question guides educational leaders on how to be competent to improve students’ learning opportunities.

2nd Interactive Question: How would universities strategize their marketing structure?

This question helps educational leaders on how communicate their ideas with students. They should meet monthly to network, discuss ideas, share knowledge and also make research on significant projects. The article states, “Target marketing in universities has become even more important as competition increases and resources are more intensely constrained (Lewison & Hawes, 2007).” By doing so, the university departments should work together and effectively facilitate the business activities.

3rd Interactive Question: What are the benefits of marketing strategies?

This question guides educational institutions on how to explore and provide effective academic benefits for student achievement. These academic benefits are; the quality of education that university provides; academic programs available at the university to support student achievement and financial support to help pay for tuition costs. The article states, “A student is a high quality buyer if he or she is willing to pay for a lot of money for services that are of high quality (Lewison & Hawes, 2007).” I believe students are customers who shop for schools that offer affordable academic tools to help them succeed in their academic studies.

Two Selected Articles: Reflection

Below is the discussion of my two selected articles:

Discussion Overview

I have selected two peer-reviewed research journals: First, “Student Recruitment Strategies in Higher Education: Promoting Excellence and University” written by Nicoline Frolich and Bjorn Stensaker; and second, “A Conceptual Framework for the Design and Evaluation of Online Learning Modules in Professional Training and Academic Education in Business” written by Wray Bradleyfalse. The hypothetical framework between these peer-reviewed journal studies is to develop a strategic approach to help improve educational

institutions deliver quality learning for all students. The article states, “Presentation of research allows students to gain valuable experience that will be useful in graduate school and/or their chosen careers (Bartkus, Mills & Olsen, 2010).” It is imperative to ensure that educational institutions meet the academic interest of students’ success.

My Perspective

I have enjoyed reviewing and discussing these peer-reviewed research journals. These studies focus on how to implement strategic processes to improve students’ learning opportunities for academic success. The application for this discussion is to ensure that educational institution is a community where students, teachers and faculty members interact. My future recommendation is to make sure that academic researchers and educators work together to provide efficient and effective learning improvement for students success. The articles states, “This instructional strategy will have the greatest affect on the student's learning experience and learning outcome (Bradley, 2011).” I believe that higher educational institutions should show significant procedures for maintaining their own characteristics of recruitments.

Conclusion: Overall Impression

The reason why I selected these research journals is to analyze how excellence and diversity are addressed in students’ recruitment strategies and how these strategies are developed in higher education institutions. It is significantly important to ensure that higher educational institutions should provide excellence and diversity methodological approaches when developing institutional recruitment strategies. The article states, “The promotion of excellence is currently framed as a central strategy that will help higher education institutions to prosper in an increasingly open and competitive environment, primarily due to advantages higher educational institutions will gain through knowledge transfer, high enrolment and prestige within the

scientific community and among the public at large (Frolich & Stensaker, 2010).” It is essential to ensure that schools compete in a number of areas including funding resources, reputations, grants and many others to promote their business operation successes.

Works Cited

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