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Analysis of the Effectiveness of Higher Education Promotion Strategies for New Students Enrollment: A Case Study at NIPA School of Administration Jakarta

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Abstract.
Based on data from the Higher Education Database (PDDikti), in 2023, the number of higher education institutions in Indonesia reached 4523, marking a 1.465% increase from the previous year, which had 3,107 institutions. With the rising number of higher education institutions in Indonesia, competition for student recruitment is becoming more intense. NIPA School of Administration Jakarta continuously works to enhance its appeal and visibility by optimizing its promotional strategies. The number of applicants increased by 28.82% from 2020 to 2021 but significantly decreased by 27.25% in 2021-2022 and by 14.48% in 2022-2023, despite the promotional and marketing budget increasing each year. This could be due to a gap between the marketing platforms used and the preferences and behaviors of the target market. This study aims to determine the effectiveness of the promotional strategies and the consumer behavior shaped by NIPA School of Administration Jakarta's promotional content. The research method used is mixed-method, combining qualitative and quantitative approaches. Data analysis used an explanatory sequential design. The quantitative research population consists of new students from the 2024 cohort, selected using random sampling techniques. Based on the research findings, promotional efforts must be more varied, such as developing more tailored campaigns for different study programs, leveraging students as part of the promotional team, and enhancing the effectiveness of word-of-mouth marketing.

Keywords: effectiveness, promotion strategies, consumer behavior, new student admissions

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1. INTRODUCTION

Students are one of the most crucial elements in the higher education ecosystem. Not only are they the subjects of learning, but they also serve as stakeholders who play a role in shaping the reputation and sustainability of an educational institution. Given the continuous increase in the number of higher education institutions, competition among them to attract prospective students is becoming increasingly intense.

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According to data from the Higher Education Database (PDDikti), in 2023, the number of higher education institutions in Indonesia reached 4.523, marking a 1,465% increase from the previous year, which had 3.107 institutions. In this highly competitive context, promotional strategies are crucial for attracting prospective students. Through continuous promotion, universities can build a positive image, introduce themselves, and increase public trust in the information they provide (Fitriani et al., 2021).

Promotion is an essential factor driving market success. It consists of marketing and communication techniques to increase sales by attracting potential buyers, providing information, building trust, and maintaining customer interest in the products and companies (Alexandrescu & Milandru, 2018). The promotion ensures that consumers know about the organization's products (Chaharsoughi & Hamdard, 2011). Promotion can create direct or indirect relationships with consumers, garnering their support and influencing their purchasing decisions (Mittal, 1989).

Promotion is closely related to advertising, but providing product information only sometimes triggers a consumer response (Janoschka, 2004). Therefore, effective promotional strategies must go beyond delivering information and provide solid reasons for consumers to act. Belch and Belch (2018) support this, stating that promotion is successful when it can influence consumer perceptions and motivations.

NIPA School of Administration Jakarta, a higher education institution focused on administration studies, faces similar challenges in attracting new students. Amid competition with other institutions, both public and private, NIPA School of Administration Jakarta must emphasize its strengths through effective marketing strategies. The issue of declining applicant numbers began to emerge in 2021. Positive growth was still observed in 2020-2021, with an increase of 28.82%. However, there was a decline in 2021-2022, reaching -27.25%. Despite an improvement in 2022-2023 (-14.48%), it needed to be more significant to increase the number of applicants. This percentage decline is not aligned with the increasing promotional and marketing budget each year.

This challenge is further exacerbated by the imbalance between the institution's marketing platforms and the target audience's preferences and behaviors. Factors such as generational shifts and social dynamics significantly influence prospective students' decisions when choosing a university. The dominance of Gen Z, with its solid digital preferences, high expectations, and demand for advanced digital experiences, poses a unique challenge. The disruption of digital technology and changes in the social order have driven shifts in consumer behavior (Amir et al., 2023). The presence of digitalization

has forced institutions to be more adaptive. Digital marketing is now a necessity to reach audiences and expand branding. However, more is needed. Effective promotion must incorporate content that creates emotional connections with prospective students.

NIPA School of Administration Jakarta continues to work on increasing its attractiveness and visibility by exploring various promotional strategies focused on digital media and direct interactions. The institution uses Instagram to share information about study programs and campus activities. Comprehensive information about new student admissions, including tuition fees, curriculum, and study programs, is available on their Website: https://stialan.ac.id/v3/. To provide direct outreach and information to its target market, NIPA School of Administration Jakarta also conducts direct visits to several high schools.

A study by Nirwana and Sari (2022) showed that promotion through advertising and public relations is essential in increasing interest from prospective students. Institut Agama Islam Sahid consistently uses slogans highlighting the university's strengths, which have proven to attract new students. However, the use of conventional media was found to be less effective. In the study, only two out of five elements of the promotion mix were analyzed, so other factors were not fully represented, and the results needed to provide sufficient evidence regarding the impact of promotion in attracting new students.

In a study by (Solihati & Azzam, 2023) titled "The Effectiveness of Social Media Marketing on New Student Admissions at NIPA School of Administration Jakarta," it was found that the use of social media to advertise NIPA School of Administration Jakarta was quite successful. This success was reflected in the increase in followers, C.T.R. ratio, and achieving the 2023 new student admission quota. However, the study should have revealed to what extent the promotional strategies helped increase the number of new students. Furthermore, it did not explain consumer behavior, which could show the stages of consumer interest until the final decision. Therefore, these aspects will be examined further in this study.

In this context, a comprehensive analysis is needed to evaluate how effective the promotional strategies of NIPA School of Administration Jakarta are in attracting new students, as well as the consumer behavior shaped by the institution's promotional content. A critical analysis of promotional strategy effectiveness and consumer behavior will provide valuable insights for NIPA School of Administration Jakarta to optimize its approach to recruiting new students. Ultimately, the findings of this study are expected

to serve as a foundation for developing more adaptive and targeted strategies to support the institution's sustainable growth in the future.

2. THEORETICAL STUDY

2.1. Effectiveness

According to Handayaningrat (1994) in the book "Introduction to Administrative and Management Science," effectiveness is critical in achieving the predetermined goals or objectives in any organization, activity, or program when those goals or objectives are met. In other words, effectiveness measures the extent to which the established goals are achieved through the efforts made. Kumorotomo (2005) stated that effectiveness measures the completion of specific organizational tasks.

The effectiveness of promotional strategies can be seen in the delivery of consistent and well-coordinated messages (Familmaleki et al., 2015). In the context of promotional strategy, effectiveness measures how accurately the methods are targeted, from raising awareness among prospective students to increasing the number of new applicants. The effectiveness of promotion is not only measured by the number of new students accepted but also by the strategy's ability to attract the interest and attention of prospective students, which will have a long-term impact on future enrollment efforts.

2.2. Promotional Strategies

A strategy ensures that the organization's objectives are achieved by efficiently allocating available resources. An effective strategy can be achieved through environmental analysis, which identifies the company's strengths and weaknesses as well as threats and opportunities, making the marketing strategy for the product more effective.

Promotion Mix is the most critical aspect of product marketing. According to (Resmawa, 2017), the promotion mix combines the most effective strategies to achieve sales program goals. The promotion mix comprises five tools: advertising, sales promotion, personal selling, direct marketing, and public relations (Armstrong et al., 2014).

Figure 1: Promotion Mix Tools.

2.2.1. Advertising

Advertising is a form of presentation carried out by a company and usually consists of promoting ideas, goods, or services determined by a sponsor. In addition to reaching a broad audience, the main point of advertising is its ability to create brand awareness, build brand values, and connect with positive associations in the minds of consumers(Fill, 2006).

2.2.2. Public relation

Public relations are programs designed to promote a company's or product's image. They are essential in helping companies manage crises and maintain their reputation. The primary goal of public relations activities is to create a positive perception among various stakeholders and build beneficial relationships while enhancing the company's image (Familmaleki et al., 2015).

2.2.3. Direct marketing

Direct marketing involves using letters, phone calls, emails, or the Internet to communicate directly or indirectly to solicit feedback or interact with consumers. Direct marketing is an effective method to strengthen customer relationships and improve satisfaction and loyalty.

2.2.4. Personal selling

The main advantage of personal selling is its ability to capture attention and leave a lasting impression. Salespeople can tailor their messages to different customer types and receive direct feedback, reducing the risk of misunderstanding (Fill, 2006).

2.2.5. Sales promotion

Sales promotion is a short-term strategy to increase demand and offer special marketing deals that provide more excellent consumer benefits than the regular price. It has a more significant impact on sales (Banerjee, 2009).

2.3. AIDA Models

Kotler and Armstrong (2012) state that the A.I.D.A. model (Attention, Interest, Desire, and Action) attracts attention and prompts action. This model is typically applied in marketing and advertising to build trust and attract the interest of potential consumers, which eventually leads to a purchasing decision (Hadiyati, 2016).

2.3.1. Attention

Attention attracts visitors through appealing designs, intuitive text, captivating advertising messages, and supporting visuals. Kotler Armstrong (2001) stated that attention should have three distinctive indicators.

a) Meaningful, the product's benefits can attract consumer attention and make it desirable.

b) Believable, consumers believe in the benefits promised by the product through the delivered message

c) Distinctive, the message conveyed is unique and stands out from competitors' advertisements.

2.3.2. Interest

Raising consumer interest by strategically introducing the product's benefits and advantages. Interest indicators include ease of access, consumer perception, and clear messaging. According to Paulus (2011), the message should aim to increase consumer interest by explaining the product's advantages, which consist of three indicators:

a) The effectiveness of the media used by the company to promote its product through advertising.

b) Consumers' perception of the advertised product.

c) The clarity of the message for consumers.

2.3.3. Desire

Generating a desire in consumers to achieve their goals by providing well-structured information, product advantages, curiosity, and consumer desire. There are two different buying motives: rational motives and emotional motives. Rational motives consider the product's pros and cons, while emotional motives involve the emotions when purchasing the product (Kotler & Keller, 2012).

2.3.4. Action

Action occurs when consumers have strong desires, which results in a purchasing decision for the offered product (Kotler & Keller, 2009). This stage describes consumers making the actual decision to purchase a product.

2.4. Key Concepts

To evaluate effectiveness, the researcher will use triangulation techniques to assess the alignment between processes and desired outcomes. This study employs a mixed-method approach to examine how well the promotional strategies used by NIPA School of Administration Jakarta align with the A.I.D.A. marketing theory and the Promotion Mix. The research conducted by (Rahma and Nina, 2024) combines the promotion mix strategy theory with the A.I.D.A. model (attention, interest, desire, action). Their study shows that Agung Sports Center has already implemented the Promotion Mix, utilizing advertising to assess consumer needs and personal selling to introduce and attract

consumer interest. Sales promotion was implemented through discounts; the P.R. team handled public relations, and direct marketing employed telemarketing techniques (via phone) and social media marketing through Instagram, Facebook, and YouTube content creation. According to (Rahma and Nina, 2024), promotional tools must be able to attract attention, generate interest, spark desire, and result in action.

Armstrong et al. (2014) stated that the promotion mix includes five indicators: advertising, sales promotion, public relations, personal selling, and direct marketing. The researcher will use these attributes to assess the effectiveness of the promotional strategies already implemented by NIPA School of Administration Jakarta using the A.I.D.A. model and the promotion mix.
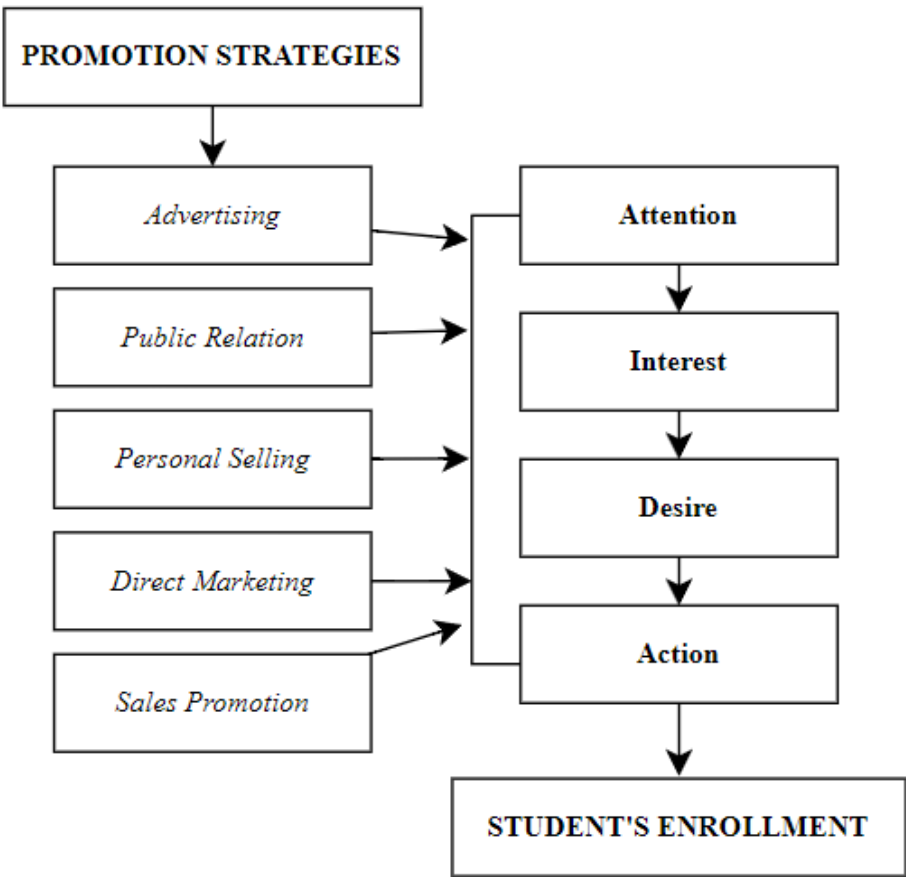
2.5. Conceptual Framework

Figure 2: Conceptual Framework.

3. METHODS

This research was conducted at NIPA School of Administration Jakarta using a mixed-method approach, combining qualitative and quantitative methods. The study population consisted of first-year students from the 2024 cohort, with the sample selected through random sampling techniques. Data were collected through three main methods: questionnaires and interviews. The questionnaire was distributed online via Google Forms to gather quantitative data, followed by interviews and documentation to delve deeper into qualitative insights. The research instruments were based on the A.I.D.A. model and the elements of the promotion strategy. The A.I.D.A. model identifies consumer stages, from capturing attention to deciding (action). Meanwhile, the promotion mix, consisting of advertising, sales promotion, public relations, personal selling, and direct marketing, was used to evaluate the effectiveness of the promotional strategy in attracting prospective students. The collected data were analyzed using an explanatory sequential design, where quantitative data were processed first, followed by qualitative data to gain a more comprehensive understanding of the effectiveness of NIPA School of Administration Jakarta's promotional efforts in attracting new student enrollments.

4. RESULTS

4.1. Data Analysis

In this quantitative research approach, 127 first-year students completed the research questionnaire. The average age of participants was 18.27 years (range: 17–23). The results of the quantitative approach showed the mean scores from the A.I.D.A. categories, including Action at 1.54 (SD = 0.57), Interest at 2.69 (SD = 0.57), Desire at 2.05 (SD = 0.57), and Action at 2.9 (SD = 0.54).

The independent t-test indicated no significant difference in attention between Instagram and TikTok. Similar results were found for interest, desire, and action. The ANOVA test results also showed no significant difference between attention and the social media platforms used.

4.2. Quantitative Phase

This study was conducted at NIPA School of Administration Jakarta using a mixed-method approach, combining qualitative and quantitative methods. One hundred twenty-seven questionnaires were distributed to first-year students, with a 100% response rate. The sample consisted of 127 students from the 2024 cohort across various study programs. The majority of respondents were 18 years old (72% or 91 people), while 19-year-olds made up 17% (22 people), those over 20 years old accounted for 6% (8 people), and those under 18 years old comprised 5% (6 people). Regarding gender, 78% of respondents were female, and 22% were male.

4.2.1. Attention

One key component of a university's promotional strategy is attracting the attention of prospective students through digital platforms. In today's information age, social media has become a highly effective tool for disseminating and engaging with the audience. Regarding attention, it was found that 99.2% of respondents used Instagram as their primary source of information about NIPA School of Administration Jakarta. The majority of respondents first learned about the university from their parents (50.4%), followed by peers (29.1%), social media ads (11.8%), and the official Website (9.4%), with the rest coming from other sources. However, the promotional strategy of NIPA School of Administration Jakarta appears to have had a limited impact, as 60.6% of respondents stated they had never seen advertisements on social media.

This indicates that although Instagram is widely used, social media promotion is not yet optimal and has not effectively reached the target audience. NIPA School of Administration Jakarta needs to evaluate its advertising strategy in terms of frequency and content relevance to increase its reach and impact on prospective students.

4.2.2. Interest

Engaging and appealing content is essential to generating interest in NIPA School of Administration Jakarta. The digital content provided by NIPA School of Administration Jakarta was deemed attractive by 52.8% of respondents who agreed and 7.9% who strongly agreed. Additionally, 54.3% of respondents stated that the content aligned with their preferences.

This suggests that relevant digital content tailored to the target audience is crucial in generating interest among prospective students. However, universities must continuously innovate to develop attractive and competitive content, especially given the increasing competition among universities utilizing digital platforms.

4.2.3. Desire

In this aspect, scholarships emerged as one factor influencing new students' interest. The results showed that 24.4% of respondents considered scholarships somewhat influential, while 15% found them very influential. However, 52.8% of respondents reported not receiving information about scholarship programs before enrollment, and 82.7% admitted that NIPA School of Administration Jakarta was not their first choice of university.

This highlights that while scholarships are influential, the lack of information to prospective students weakens their appeal. Ineffective promotion of scholarship programs can diminish consideration in a student's decision-making process. Optimizing communication about scholarships is crucial to enhancing the promotional strategy's effectiveness.

Branding plays a vital role in NIPA School of Administration Jakarta's promotional strategy. Based on ten branding points, 71.7% of respondents were attracted to studying at NIPA School of Administration Jakarta due to its status as a government-affiliated institution. Although tuition costs remain a determining factor, NIPA School of Administration Jakarta's branding as an affordable institution appealed to 69.3% of respondents. Additionally, 58.3% were attracted by internship opportunities at central and regional Government institutions, state-owned enterprises (BUMN/D), and private companies.

This reinforces the notion that solid branding, particularly related to the university's status, affordable tuition, and career opportunities, holds significant appeal. However, the university must ensure that its branding message reaches prospective students effectively to maintain competitiveness in the education market.

4.2.4. Action

This aspect analyzes the factors influencing the decision to enroll at NIPA School of Administration Jakarta. Based on the data, 50.4% of respondents first obtained information from their parents, and it was revealed that their parents influenced 93.7%

of their decision to choose a university. This indicates that parents play a dominant role in the decision-making process of prospective students. Therefore, the university's promotional strategy must consider approaches that reach and persuade parents, as they are key influencers in their children's educational choices.

Student satisfaction is a critical indicator in evaluating the effectiveness of a university's promotional efforts. 63% of respondents agreed, and 20.5% strongly agreed that they were satisfied continuing their studies at NIPA School of Administration Jakarta. Regarding education and services, 57.5% of respondents agreed, and 26.8% strongly agreed that the quality of education and services met their expectations. This positive sentiment is reflected in 53.5% of respondents willing to recommend the university, with 34.6% very willing to do so.

This data suggests student satisfaction is vital in building the university's reputation. High satisfaction not only fosters loyalty but also strengthens word-of-mouth promotion, which is a crucial element in attracting new students. The university must maintain consistency between its promotional promises and the actual educational experience to sustain and improve this level of recommendation.

4.3. Qualitative Phase

To obtain more in-depth qualitative data and current information, the researcher selected four respondents as informants: three first-semester students and one public relations staff member from NIPA School of Administration Jakarta. In this qualitative phase, the researcher aimed to explore the effectiveness of the promotional strategies employed by NIPA School of Administration Jakarta. Five marketing strategy tools were used as references in this discussion. The advertising strategy was implemented through Google Ads, Facebook Ads, and Instagram Ads. Digital content served as a tool for the public relations strategy. Word of mouth was utilized as a tool for direct marketing. Personal selling was conducted through a "goes to school" program. Meanwhile, sales promotion involved offering scholarships.

4.3.1. Advertising

Students stated that they had never seen advertisements related to the university. The public relations team acknowledged that ad distribution was still limited to Greater Jakarta and that promotion keyword usage was minimal. Currently, the platforms used

are Google Ads, Facebook Ads, and Instagram Ads. However, budget constraints were a major barrier to expanding the reach of ads to a broader target audience.

4.3.2. Public Relations

The majority of students agreed that the digital content presented by NIPA School of Administration Jakarta was exciting and informative. However, they also noted that the content's visual style and communication tone were not fully aligned with Gen Z's preferences. Additionally, the content update schedule was considered inconsistent and not frequent enough. Some students even supported involving students directly in content creation, either as part of the promotional team or as actors in the content itself.

4.3.3. Direct Marketing

Several students learned about NIPA School of Administration Jakarta through relatives and friends. Moreover, parents still played a crucial role in decision-making. They suggested that strengthening relationships with alumni and fostering pride in the alma mater could increase the potential of alumni networks in expanding campus promotion. Involving alumni as campus ambassadors or in promotional events would enhance the institution's image and create a broader and more influential network.

4.3.4. Personal Selling

All students revealed that NIPA School of Administration Jakarta had never visited their schools. This was likely due to their schools being located outside the Jakarta area. The promotional reach of NIPA School of Administration Jakarta is still limited to the Jakarta area and primarily targets schools with relevant majors to the university's study programs. This limitation is due to the small size of the promotional team and budget constraints that restrict the scope of the "Goes to School" program.

4.3.5. Sales Promotion

Some students expressed that scholarships were not a primary consideration when enrolling. Nevertheless, they showed interest in applying for scholarships in the following semester. The public relations team had shared information about scholarships,

but students felt that the information was unclear, leading to misunderstandings. Most students thought they could apply for scholarships in the first semester, but the public relations team clarified that scholarship applications open in the second semester. Additionally, students were more interested in information about the courses offered in each study program and the student activities available at NIPA School of Administration Jakarta.

5. DISCUSSION

Based on the results of the quantitative phase, it is evident that the promotional efforts of NIPA School of Administration Jakarta still face limitations in capturing the attention of prospective students. Most students learn about the campus through sources unrelated to the institution's digital promotional strategies, such as parents and peers. Therefore, word of mouth remains more effective than social media. Based on the analyzed data, word of mouth is 6.7 times more effective than social media. This aligns with the findings of Suarmaja et al. (2023), which state that peers are the primary variable in attracting student interest. In their study, word of mouth was 1.85 times more effective than social media marketing.

This research highlights the importance of strengthening word-of-mouth strategies as an integral part of promotional efforts. While digital promotion on social media has great potential, its effectiveness is not yet optimal without efforts to enhance the positive experiences that encourage recommendations from prospective students' close contacts. In the context of higher education promotion, this shows that direct experiences and testimonials from close individuals have a much stronger influence on prospective students' decisions.

In the interest phase, although most students stated that the digital content presented by NIPA School of Administration Jakarta was quite appealing, the study reveals a need to improve the quality and relevance of the content to better align with the preferences of the target audience, particularly Gen Z. Respondents also noted the suboptimal use of the TikTok platform as a medium to capture attention. Research by Sitanggang et al. (2024) supports this view, indicating that visual content relevant to the audience's interests, incredibly creative and interactive content, significantly influences the effectiveness of promotional strategies. Given that platforms like TikTok allow for quick and easily accessible messaging, the underutilization of this platform represents a missed opportunity.

The desired aspect of this study shows that scholarships are not a primary factor in the initial decision to enroll, though they remain an attraction after the application process. These findings align with Kurnia (2023) research, which revealed that scholarships are not the dominant factor in attracting prospective students. Instead, Kurnia emphasizes that the competency of professional teaching staff plays a much more significant role in influencing student decisions. In this research context, the branding of NIPA School of Administration Jakarta as a Government institution and the affordability of tuition fees have a more significant impact on attracting prospective students.

Interestingly, the difference between this study's and Kurnia's findings can be interpreted as an indication that a higher education institution's primary appeal depends on a broader perception of value beyond just financial aspects. Strong branding, mainly as a Government institution often associated with stability and career opportunities, significantly influences the campus's appeal. Therefore, while scholarships are significant, the institution should focus more on communicating other advantages, such as accreditation, teaching quality, and career prospects, to prospective students.

In the action phase, parents play a dominant role in the decision-making process for choosing a university, with 93.7% of respondents stating that their parents influenced their decision. This suggests that NIPA School of Administration Jakarta should pay attention to promotional strategies that target parents as critical audiences, given their significant influence on students' choices. High satisfaction levels with the campus and services provided are important in building recommendation-based promotion (word of mouth), which can become a powerful promotional tool if managed well.

The qualitative phase further explores the results of the quantitative phase and provides deeper insights into the effectiveness of the promotional strategies. In terms of advertising, it is clear that the main obstacle is the limited reach of advertisements, especially outside the Jabodetabek area. The use of Google Ads, Facebook Ads, and Instagram Ads remains suboptimal, mainly due to budget constraints and the lack of appropriate keyword utilization. This presents a significant challenge in reaching a broader audience beyond the campus's strategic area.

In public relations, although digital content is considered quite attractive, students feel that the consistency and frequency of content updates are lacking. Gen Z's visual preferences and communication style must also be addressed to ensure that the institution's digital promotion is more relevant. Despite this, the interest in program study

information and student activities is higher than in scholarship information, indicating that the promotion should focus more on academic aspects and student experiences.

Direct marketing, especially word of mouth, has proven effective. However, the potential for managing alumni networks and fostering a sense of pride in the institution has not been fully utilized. Involving alumni as campus ambassadors can strengthen promotional networks and expand the institution's reach through informal channels often more trusted by prospective students and their parents.

Personal selling, conducted through the "Goes to School" program, is still limited to schools around Jakarta and those with majors relevant to the institution's programs. This limitation is due to the small number of promotional teams and budget constraints, preventing the institution from reaching more schools outside the area. Expanding the reach through online-based promotional strategies could be an alternative to overcoming these limitations.

Finally, regarding sales promotion, the misunderstanding regarding the scholarship program indicates that communication about scholarships needs improvement. While scholarships are not the main factor in the initial decision-making process, transparent and timely information can attract more interest, especially for prospective students considering other institutions.

6. CONCLUSION

This research emphasizes the need for a more strategic and varied promotional approach by NIPA School of Administration Jakarta, particularly in digital marketing and word-of-mouth efforts. Despite 99.2% of respondents using Instagram for information, 60.6% had never seen university ads, revealing ineffective digital campaigns due to limited budgets and weak keyword optimization.

Word-of-mouth, especially from parents and peers, is the most influential factor, 6.7 times more effective than social media. With 93.7% of students influenced by their parents, targeting students and parents is crucial in promotional strategies. While 52.8% found the university's digital content appealing, there is room for improvement, particularly in aligning content with Gen Z preferences on underutilized platforms like TikTok. Engaging students in content creation could enhance its appeal. Although scholarships attract students, they are not the main enrollment driver. Instead, the university's Government affiliation, affordable tuition, and career prospects are more

influential. Clarity in scholarship communication is needed to avoid misunderstandings and maximize its impact.

In conclusion, while NIPA School of Administration Jakarta's branding and reputation provide strong appeal, the promotional efforts must diversify and optimize their strategies. This includes developing more tailored campaigns for different study programs, leveraging students as part of the promotional team, and enhancing the effectiveness of word-of-mouth marketing. The university must also improve the reach and relevance of its digital marketing efforts and ensure that communication around key offerings, such as scholarships, is clear and well-targeted. By addressing these areas, the university can strengthen its position in the competitive landscape of higher education.

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