



3rd International Conference on New Challenges in Management and Organization: Organization and Leadership, 2 May 2016, Dubai, UAE

Customer satisfaction with presentation of the Department of Communication of Zilinska univerzita v Ziline

Juraj Fabus^a, Viktoria Fabusova^{a,*}

^a*Zilinska univerzita v Ziline, Univerzitna 1, 010 26 Zilina, Slovakia*

Abstract

In this paper are discussed the tools of marketing communication which the Department of communication of The Faculty of Operation and Economics of Transport and Communications of Zilinska univerzita v Ziline uses in its activities. Specifically, we pay attention to various areas as advertising, public relations, personal selling, and sales promotion. The paper presents a survey of customer satisfaction with the presentation of the Department of communications. We have used a direct survey method, specifically the marketing research. The aim was to find out how students of selected classes perceive level of marketing activities in the field of communication at their department. This set out four key proposals arising from the previous stages of research and analysis. It is an informative brochure for potential students, informative board, innovation of the department's website, and suggestion for promotional products. Planning of marketing activities can be targeted at different defined objectives. In the case of the communication policy of the Department of Communications, this planning is designed to increase the effectiveness of marketing presentations. Through a detailed marketing plan drawn up by the various instruments of communication mix their introduction into the process of using will facilitate.

© 2016 The Authors. Published by Elsevier Ltd. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Peer-review under responsibility of the Ardabil Industrial Management Institute

Keywords: advertising; public relations; sales promotion; personal selling; marketing research; segmenting; marketing strategy; marketing's plan.

* Corresponding author. Tel.: +421-915-839905

E-mail address: juraj.fabus@fpedas.uniza.sk

1. Introduction

We can see a new trend where in the process of providing educational services is entering the market as well. It is therefore necessary to highlight the need for the implementation of marketing tools in educational institutions. One of these tools is marketing communication applied through elements of communication mix. Their aim is not only to attract new students, but also to build and maintain a positive image of all concerned and unconcerned participants.

2. Marketing Tools

Department applies some elements of communication policy, through which the general public is able to create an image about operation of the institution. Various tools of marketing communication mainly implemented by the Department of Communication are detailed in this chapter.

2.1. Advertising

Advertising is a way of communication (Kollarova, 2006) with highly public nature, which allows to school to repeat the message and to buyer (students) to receive it and compare with the competition. On the one hand it can be used to build a long-term image (Stefko, 2003), on the other hand as an impulse for a quick sale.

Information boards of the Department of Communications (see Fig. 1.) – Information boards placed on the fourth floor are designated for current as well as for prospective students who have the opportunity to look over for example during open days.

Board about profile and job opportunities of graduates of the Department of Communications - is placed in the area of the Department of Communications. It informed in detail about the possibilities offered by individual departments.

Promotional leaflets of Department of Communications - Department of Communications uses the promotional leaflets to introduce itself to the public. The current prospectus is available also in English.

		Advertisement					
Target audience		Current students	Potential students	Employees	General public		
Organizational unit presenting the Department of Communications	KS	Information boards on the premises of the Department					
		Board of profile and employability of graduates					
		Promotion leaflet					
				Flyer about the new study program			
		Web page www.ks.uniza.sk					
	FPEDAS			Information leaflet			
		The brochure "Information about study opportunities"					
	Web page www.fpedas.uniza.sk						
	ŽU			Set of information leaflets			
				Information Bulletin designed exclusively for foreign students			
		Web page www.uniza.sk					
				Book „ How to go to the university “			

Fig. 1. Advertising tools (Source: Author)

Download English Version:

<https://daneshyari.com/en/article/5126226>

Download Persian Version:

<https://daneshyari.com/article/5126226>

[Daneshyari.com](https://daneshyari.com)