



## **MARKETING OF HIGHER EDUCATIONAL SERVICES: AN EMPIRICAL STUDY OF STUDENT’S PERSPECTIVE**

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### **Abstract**

**I**n an era of technological advancement and wide availability of information about almost everything it is enormously important to address the marketing strategies and practices being employed for marketing of higher educational services. The recent massive expansion of education through private provision has introduced new horizons for marketers at the same time with the increase in number of educational institution continuously the competition is also increasing with same pace; it is surprising that more attention has not been paid to marketing issues that have been aroused as a result of increasing competition. Some of the burning issues such as are educational institutions really “customer-oriented”? Do they choose the most appropriate market segments? Would higher education marketers are practicing the most appropriate strategies to attract and recruit students? And the complexities of the decision processes of the “buyers” have to be addressed at war level. In this research paper we look first at general issues facing educational marketers, and then efforts would be employed to understand the students (Consumer) expectation and factors that attract them towards a particular institution. We also examine the marketing practices being employed by educational Institutions to attract and admit students; certain contemporary and valuable strategies have been suggested on the basis of findings to higher education institutions to survive in the competitive and turbulent environment.

**Keywords:** *E-Marketing, Educational Service Provider, Higher Education, Interdisciplinary, Market Preference, Relationship Marketing Strategy, Services Marketing*

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