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Marketing of Geomatics Higher Education: the Hong Kong Experience

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Topics:

1. Why educational marketing?
2. Combined marketing mix and relationship networks approach
3. The Hong Kong experience
4. Conclusions
5. Q & A

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1. Why educational marketing?

- **Educational marketing** is defined as “the analysis, planning, implementation and control of carefully formulated programs which are designed to bring about voluntary exchanges of values with target markets to achieve institutional objectives (Kotler and Fox, 1995)”.
- **Reasons:** market-led system under the trend of globalization, commercialization, privatization and self-financing of higher education.
- **Marketing process:** objectives -> strategies -> plans -> implement, audit, improvement (Figure 1)

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2. Combined marketing mix and relationship networks approach

- **Product:** high quality programs
- **Place:** easy-to-access location and attractive facilities
- **Price:** effective/affordable price
- **Promotion:** effective advertising and communication
- **People:** high quality staff and students
- **Process:** excellent teaching, learning and administrative system
- **Proof:** evidence of good result
- **Win-win-win relationship** corresponding student-school-employer
- **Networks:** inform, motivate and service markets

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3. The Hong Kong experience

- **Product:** knowledge (e.g. GIS) applicable to almost all areas of business services, public health/safety, and engineering; **accreditation** by professional institutions (e.g. ICES, RICS, HKIS, HKIE); **WIE/Co-op** programs; **100% employed**.
- **Place:** new faculty buildings, hotel, student hostels under construction (\$ mainly from donation).
- **Price:** affordable but fixed by government
- **People:** attract and retain talents – staff/students
- **Promotion:** in media, Open House, Consultation Day, visits to high schools
- **Process, Proof:** excellent teaching, learning and administrative activities with continual improvement
- **Relationship networks** of students, parents, staff, graduates, employers, governments and industries

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4. Conclusions

- The extensive use of integrating marketing mix (7Ps) and relationship networks approach in educational marketing will continue to grow; and should build upon the strengths and ethical traditions of education service.

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5. Questions & Answers



Thank you.