Title: A data base for a marketing program for Mission College Muaklek, Thailand; perceptions of students, teachers, and administrators of importance and quality of services

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Abstract:

The purpose of this study is to develop a marketing program for Mission College (MCM) to strengthen its current services. Eighty seven respondent students and twenty eight administrators and teachers have participated. This survey gives their perceptions on factors that would answer the following question of this study:

1. What is the demographic profit of respondents of the study?
2. What are the needs of the students?
3. What 4Ps-strategies should the study propose to be inputs for the preparation of marketing program?

The study is a descriptive research which has collected data by means of questionnaires. The findings of the study are presented under the following marketing-mix factors of product, place, pride, and promotion, accompanied by the related recommendations.

Product

Products in an educational setting are the services and programs offered by a school. MCM offers academic programs in Theology religion, Business accounting, Business
Management, and English. The students show that they appreciate MCM’s services. The Christian education, fellowship between teachers and students, and warm fellowship on campus are the important major factors that attracted students to come to study at MCM.

Nevertheless, MCM need improvement in services, and students concern about MCM services should be taken into consideration. Students expressed concern about the instability of teachers and programs. MCM should find ways to reduce the high turnover of teachers. MCM also needs to improve quality of classroom equipment and students want MCM to develop more academic programs. There should improvement in the transportation service for students from MCM to town. Improvement in the cafeteria and food services, fax/telephone services and library books and service are also urgently needed.

Place

Important factors for the school to deliver a quality Christian education are indeed the availability of good teachers and adequate, improved infrastructures. It is therefore suggested that MCM should develop and further train teachers, and keep on improving infrastructures and facilities to accommodate learning process within the campus.

Price

Students regarded the school fees charged as reasonable, compared to the charges of similar colleges. The important recommendation by students staying on campus was that the fax/telephone services need improvement. The students also wanted the English audio-visual laboratory and cafeteria charges to be reduced.
Promotion

The study findings showed that important sources of information for potential students were from present or former students of MCM, through the Church or Mission officials, and from family members. MCM has been using several promotion techniques to encourage potential students to come to study at MCM. Students suggested that fellowship between MCM and other schools, and the use of word of mouth information would be effective in attracting students to come to study at MCM.