

## **Economical Self- financed Colleges Admissions - An Advertising Process.**

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**ABSTRACT:** An educational institute always needs to innovate its operating procedures. The paper elucidates an innovative process of admissions campaign. The process minimizes the cost involved to one rupee on one student admission and also makes campaign reach the target audience in a time of maximum ten seconds. The paper relies on the response time of self-interested students for counseling and counseling.

**KEYWORDS:** BPO, SMS, Cookies, Adwords

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### **I. INTRODUCTION:**

Advertising is neither a science nor an art and it has no general standard [1]. Successful advertising appeals both to head and to the heart, to reason and emotions [1]. Reason-why and Unique selling proposition are the two relevant techniques for persuasion of student fraternity [1]. The content of persuasion appears not to sell at all and the audience are left thinking to make up their minds [1].

### **II. LITERATURE SURVEY:**

Advertising is a tactic used by marketers to impersonally communicate messages to customers and other stakeholders [2]. Institutional advertising makes people aware of an organization and focuses on the business of the organization itself [2]. An entrepreneur should do market opportunity analysis to narrow the choices of market segments [2]. A target market includes all the pupil and people interested in the institution [2]. Segmentation is needed in a too large market for entrepreneurs with limited resources, thus making a market strategy [2]. Cost per thousand - CPM is an effective way to compare media mix selections, considering the total investments to the number of people who come in contact to the add [2]. A competent advertising appeals to psychology since the perpetual human nature is the same today as in the time of Caesar [3]. Thus, the fixed and enduring principles of psychology never need to be unlearned [3]. A web-based behavioral advertising system collects information from cookie-enabled web browsers to offer more targeted advertising [4]. A cookie is a small text file on the user's web browser that stores identifiers to recognize each session of a browser with a server [4]. Total outsourcing is the decision to transfer the equivalent of more than 80 percent IT budget for IT assets, staff, leases and management responsibility to an external IT service provider [5]. The concept of Short message service has started in 1984 and its technical standard evolved till 2005 [6]. In september 1985, GSM 02.03-Teleservices supported by a GSM Public Land mobile Network, the maximum message length was estimated to be 128 bytes, at a transmission of about 146 characters using 7 bits per character of International Alphabet No.5 [6]. In April 1986, GSM 02.03 was updated with preliminary parameters viz. maximum message length 100 characters, 99.5 percent probability of correct message reception, and a maximum transmission delay of 10 seconds [6].

### **III. METHODOLOGY:**

Every self-financed higher education institution spends a considerable amount on advertising for admissions. The counselors in admission department keep dialing phone numbers in a mundane fashion to achieve their targets. This adds to the annual expenditure of the institution.

### **IV. BUSINESS PROCESS:**

To make a contractual agreement with a Business Process Outsourcing (BPO) company to send short message service (SMS) to the target population. The SMS consists of definite Adwords in regards to the admissions of a higher education institute or a university. The number of SMSs to be cross-checked with the digital counter that checks the number of times the institution website is surfed and multiplied by a pre-agreed rate, would reduce the advertising expenditure incurred in admissions campaign. Each department of the institution would have a video tour on the respective capabilities, facilities etc.

The business process reaches greater number of audience and also shortens the time of advertising. The success of the process depends upon the response time of parents and students. The number of higher education institutes across India is 51649[7].The total enrollment in higher education is 37.4 million [7].Thus, gross enrollment in each institution is 724 students per annum. Geographic constraints and selection criteria put a bar on the required number of SMS to the target population. Taking a count of 1000 sms on each admission, an institution needs a relevant sms count of 724000.At the rate of one rupee on one admission, the maximum expenditure incurred in admission campaign is 724 rupees per annum. . The process minimizes the cost involved to one rupee on one student admission and also makes campaign reach the target audience in a time of maximum ten seconds.

## V. CONCLUSION:

In India, the present day self-financed institutions lack funds. In such a situation, an institution should not rely on fee hike and thus, prioritize finding new avenues of funds. One such avenue is innovation. The universities should innovate to optimize their operational procedures to reduce their costs. The paper presents one such an avenue to reduce its advertising costs of admission campaigns every year. The paper minimizes the cost of recruiting counselors, cost of collecting student data and other establishment costs of an admission campaign, into the response time of self-interested students.

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