

## Chapter 9

# EFFECTS ON THE STUDENTS PREFERENCES OF EDUCATION SERVICES MARKETING EFFORTS<sup>1</sup>

Gülşen Serap ÇEKEROL<sup>2</sup>, Ece YÜREKLİ<sup>3</sup>

### Introduction

Prudential decisions are always very important. University preference, a step that introduces people with higher education, vocational knowledge, and social experiences, is one of those important decisions. During the university preference period, students and their parents usually have difficult times as they try to make the best choice among different options offered by state and foundation universities.

Trust is a strong feeling that influences university preferences of people as these preferences directly affect personal and vocational progress of an individual. It is a positive and motivational sense to look forward to a bright future with confidence in a university. The quality of education provided by a university derives loyalty, belonging, and confidence for that university.

At the present time, the quality of education services is not sufficient enough for a university to express itself. It is a requirement for a university to apply marketing techniques in order to achieve public recognition among many other state or foundation universities. Furthermore, globalization in higher education is also effective in evolving terms and conditions. Due to these facts, change is inevitable in higher education. As a result of the competitive environment in education, higher education institutions are aware of the significance of establishing a market presence. An institution is more likely to be successful when it develops and applies correct marketing strategies by analyzing the requirements of students and their parents.

The fact that education services are based on competition affects every stakeholder who consumes or provides this service. The term “stakeholder” represents all participants who are affected by the business activities or influencing the business activities. In the marketing of education services, there is a large group of stakeholders. This study investigates and combines the opinions, preferences, and evaluations of students, who are the most significant group of education service stakeholders. Conducting a survey on students, the effects of scientific, cultural, social, and physi-

---

<sup>1</sup> This study is produced from the master thesis named “Effects on the University Preferences of Education Services Marketing Efforts”, which is presented by Ece Yürekli and consulted by Gülşen Serap Çekerol (Anadolu University, Graduate School of Social Sciences, 2018).

<sup>2</sup> (Assoc. Prof. Dr.) Anadolu University, Turkey. E-mail: sturkay@anadolu.edu.tr

<sup>3</sup> (Industrial Eng.) Anadolu University, Turkey. E-mail: ece\_akkus@anadolu.edu.tr

the students are important.”, and “It is important that the university has support in finding jobs after graduation.”.

According to these findings, it is observed that the most effective factors at university preference are high probability of employment, internship opportunities, and high quality vocational education. These factors are highly important in terms of education marketing.

One way of making a difference when planning marketing strategies is to provide students with domestic and abroad internship opportunities. Furthermore, it is also necessary to support the graduates when they are looking for jobs. If a university provides aforementioned opportunities and make people aware of these offers by efficient marketing, it will be more likely to be preferred by the students.

Marketing of education services, which is a newly evolving concept in Turkey, will become prominent as the number of universities increases and technological advances adopt to our daily lives. At this point, universities must consider having professional support from experts in marketing, so that they can adapt to evolving race conditions and put themselves ahead of their competitors. Reviewing and re-organizing strategies and processes of marketing will positively affect higher education institutions.

In order to achieve high quality in higher education and meet the demands of society, countries need to approach education services with care. Since the education services mostly appeal to a younger population, the requirements, demands, and wishes of this young crowd must be taken into consideration.

## **References**

- Baskan, G. A. (2001). Türkiye’de Yükseköğretimin Gelişimi. *Gazi Üniversitesi Gazi Eğitim Fakültesi Dergisi*, 21(1).
- Bümen, H. (2015). Eğitim Hizmetleri Pazarlaması: Uludağ Üniversitesi’nde Öğrenim Gören Yabancı Uyruklu Öğrenciler Üzerinde Bir Alan Araştırması. Bursa: Uludağ Üniversitesi, Sosyal Bilimler Enstitüsü.
- Doğramacı, İ. (2007). Türkiye’de ve Dünyada Yükseköğretim Yönetimi. Meteksan, Ankara.
- Karafakıoğlu, M. (2009). *Pazarlama İlkeleri*. Literatür Yayıncılık.
- Marangoz, A. Y., & Arslan, F. M. (2015). Üniversitelerin Pazarlanmasında Tutundurma Boyutu: Kavramsal Bir İrdeleme. *Toros Üniversitesi İİSBF Sosyal Bilimler Dergisi*, 2(4).
- Mucuk, İ. (2007). *Temel Pazarlama Bilgileri*. (3. Baskı). İstanbul: Türkmen Kitabevi.
- Öztürk, S. A. (2003). *Hizmet pazarlaması*. (4. Baskı). İstanbul: Ekin Kitabevi.
- Öztürk, S. A. (2013). *Hizmet Pazarlaması Kuram, Uygulama ve Örnekler*. (13. Baskı). Bursa: Ekin Basın Yayın Dağıtım.
- Rousseve, P., Norman, Service Management. Canada, Wiley Press, 1991, s.20
- Sönmez, H. (2014). Vakıf üniversitelerinde eğitim pazarlaması uygulamalarının öğrenci memnuniyetine etkileri üzerine İstanbul ilinde bir alan araştırması.
- Sütlaş, N. (2010). Eğitim Hizmetleri Pazarlaması: Türkiye’deki Üniversitelerin Pazarlama Stratejileri Konusunda Ampirik Bir Araştırma. Yayınlanmamış Doktora Tezi. Marmara Üniversitesi Eğitim Bilimleri Enstitüsü, İstanbul.
- Torlak, Ö. (2001). Eğitim Hizmetleri Pazarlaması Açısından Üniversite Öğrencilerinin Hizmet Kalitesini Algılamalarının Önemi. *Kuram ve Uygulamada Eğitim Yönetimi*, 27, 397-398.
- Yacan, İ. (2016). *Eğitim kalitesinin belirlenmesinde etkili olan faktörlerin bulanık AHP ve Bulanık Topssı yöntemi ile değerlendirilmesi* (Master’s thesis, Pamukkale Üniversitesi Sosyal Bilimler Enstitüsü). <http://www.osym.gov.tr> (Date of Access: 04.04.2018). <http://www.yok.gov.tr> (Date of Access: 10.08.2018).