THE ROLE OF 4PS MARKETING STRATEGY IN HIGHER LEARNING INSTITUTIONS:
CASE STUDY OPEN UNIVERSITY OF TANZANIA

THE ROLE OF 4PS MARKETING STRATEGY IN HIGHER LEARNING INSTITUTIONS: CASE STUDY OPEN UNIVERSITY OF TANZANIA

By

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A Dissertation Submitted in Partial Fulfillment of the Requirements for the Award of the Degree of Master of Business Administration in Corporate Management (MBA-CM) of Mzumbe University.

2014

CERTIFICATION

We, the undersigned, certify that we have read and hereby recommend for acceptance by the Mzumbe University, a thesis entitled*;* ***The Role of 4ps Marketing Strategy in Higher Learning Institution: Case Study Open University of Tanzania***, in partial fulfillment of the requirements for award of the degree of Master of Business Administration in Corporate Management (MBA-CM) of Mzumbe University

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ACKNOWLEDGEMENT

I express my special thanks to my supervisor Mr. Freddy Feruzi who closely supervised me up to the last moment, he offered me very useful and crucial criticism that led to the sues of the study.

My gratitude thanks goes to my beloved family who gave me their moral support for the fulfillment of my research.

DEDICATION

To The Almighty God who placed Man on land to cultivate it and take care of it. To my beloved parents(Mr&Mrs Dimale) and Dien who always give me moral support and support me in all the way of my life until I am grown up and able to do my master degree.

LIST OF ABBREVIATION

AVU	-	African virtual university
HE	-	Higher Learning
HLE	-	Higher Learning Education
HLI	-	Higher Learning Institution
MIT	-	Management Information Technology
ODL	-	Open and Distance learning
OUT	-	Open University of Tanzania

ABSTRACT

Chapter one is problem setting in which it will include background of the problem, statement of the problem, research objective, research question research methodology, survey, questionnaire interview and research design. This chapter is the bone of the whole research work as it reflects what will be done to complete the report

Chapter two would be about literature review about marketing strategy. It includes marketing concept, features of marketing, importance of marketing, 4ps marketing mix, marketing mix in Higher Learning Institution, marketing gap in HLI as well as research Gap. Literature review helps to increase knowledge and to find out what others wrote about the role of 4ps in HLI, the knowledge gap, its effectiveness and the challenges and problems the HLI faces.

Chapter three explain about research methodology which includes study area, population of the study, sampling techniques, sample size, data collection and questionnaire and document review. This is how the research work will be done, ways and techniques of collecting data and other supportive information to complete the work.

Chapter four tells about data presentation; analysis and discussion. It explain the analysis of the questionnaire distributed to population sample.it gives the summary of what have been done through data presentation analysis as well as the challenges and opinions from the respondents.

Chapter five briefings on the summary, conclusion and recommendation of the research work.it give out the summary of the report and the recommendation from the author and the respondents.

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CHAPTER ONE

PROBLEM SETTING

1.1 Introduction

As the nation's economy expands globally, bonds with Europe, Africa, North- and South America, Middle East and South Asia almost the world economy is changing and has strengthened (Ibid, 2011). During the 1980s and 1990s higher education institutions both private and government expanded quickly (Teixeira & Amaral, 2001) and offer today different courses in different levels including undergraduate, master and Ph. D degrees (Kitcharoen, 2004). Generally, private higher learning institutions hold a more student-oriented approach compared to public competitors. This factor has together with the geographical location attracted additional foreign students and international universities. (Ibid, 2004) The number of HEIs in Thailand has since the implementation of The National Education Act of 1999 continued to grow and consists as of today of 169 (79 public, 71 private and 19 community colleges) institutions (Bureau of International Cooperation Strategy, 2008).

The attributes of HLI quality education services are parts of the object, exemplified as quality, price and marketing related skills. (Herbig & Milewicz, 1993) Image and reputation is of importance for universities who seeks to enhance student attraction and enrollment combined with high student retention figures. (Nguyen & LeBlanc, 2001) Mazzarol (1998) it will help to conclude a positive correlation between universities marketing performance nationally, internationally and the factor image. It is therefore believed that image could strengthen and enlighten universities' attraction process towards foreign students (Ibid, 1998). Wilkins and Huisman (2011) mention reputation as an important and influencing factor for students' destination choice. HLI need to enhance their knowledge towards the importance of image and reputation. This knowledge could help the university in conducting a communication strategy suitable for the particular market. Even though the role of image and reputation is important, HEIs often struggles to manage these two factors due to its abstract and intangible nature.

The research within higher education and internationally based marketing of universities is lacking and inconsistent. This lack of knowledge and contradiction towards how HLI conduct marketing provides the need of both a deeper and a broader knowledge towards how different marketing approaches are used throughout the world. (Hemsley.B. & Oplatka, 2006) In order to be successful and to attract students in the tough competitive environment, many universities incorporate different kinds of educational marketing into their strategies (James & Phillips, 1995; Oplatka, 2002), even though there is a consistent lack between educational marketing and business marketing theories. It has even been said that tough competition will increase performance of students and the quality of research and teaching will be streamlined for HEIs as an effect of educational marketing (Tooley, 2000). This growing competition and internationalization between HEIs has strengthened the need for marketing approaches that increases the probability of attracting foreign students (Binsardi & Ekwulugo, 2003).

Additionally few institutions have a comprehensive, institution wide, co-ordinated marketing program. It would appear that at present, marketing is at best executed on an ad-hoc basis. Yet, an exception to this norm may be the attitude of Universities and Universities of Technology toward their alumni and donor markets. These institutions appear to pay special attention to alumni in the hope that these graduates will act as fine ambassadors for the institution and, possibly more importantly, will provide future funding to the institution in the form of personal donations and/or donations from the companies/organizations at which they are employed.

In Tanzania the same changes are seen since there are number of HLI all over the country and the customer are the same students so it is a challenge for OUT to be more strategically to use marketing strategies which will enable to get / attract large number of customers. Being a very big ODL (open and distance learning)and able operates in all the regions in Tanzania and in some few countries ,OUT needs to keep on struggling searching and maintain customers and services. Its geographical locations are not enough and it does not cover the marketing area for the university, it is not enough for her not to apply marketing ideas in its operations. Therefore there

is a very need for the HLI like OUT to be very creative and apply fully the 4ps in it all operations continuous so that it will keep and maintain the class and its discipline in the role of education services.

Figure 2.1: A Diagram to show the idea of marketing 4ps strategy (mix)



1.2 Background of the Problem

The success of any higher learning institution is to success in having large number of enrollment who are active and end up with the best grades and knowledge in a current competitive situation no matter what the challenges is facing. (Kotler, 2003)

Also due to the global changes in general it forces HLI to apply total marketing strategies which will help to create awareness to the current and coming customers

that marketing in general have a very big role to play to encourage large number of enrollment students and segmentation as well as number of competent graduates. It also help to support the universities reaching their planned and targeted mission, visions, objective and guiding plan theme so that to fulfill their ambitions to the application of 4ps as marketing strategies in higher learning institution (Kotler, 2003) though it is still not considered as a very important technique to use in HLI.

According to Sharma 1994, the focus on service strategies might be especially appropriate for higher educational institutions, since past research demonstrates that reallocation of customer service, based on the changing needs of market segments, can be one of the most cost-effective methods of gaining a differential advantage.
One of the challenges in promoting higher education is the assumption that students are not customers or neither are their parents. Also, many academics and university personnel are likely to view marketing as compromising academic freedom. Additionally, universities attempt to market what is essentially a service in the same way as they market products. Universities have third party accountability, client uncertainty, limited differentially and making doers into sellers.

Some of the barriers to implementing marketing programs are shared governance, decentralized decision making, collaborative environment and the relationship between faculty and administration (Alfred G. 2004). Therefore HLI needs 4ps marketing application to its operations in order to increase its performance as the marketing concept holds that the key to achieving organizational goals consists in determining the needs and wants of target markets and delivering the desired satisfaction more effectively and efficiently than competitors" (Kotler, 1991,). The marketing concept holds that the key to achieve organizational goals consists in determining the needs and wants of target markets and delivering the desired satisfaction more effectively and efficiently than competitors" (Kotler, 1991).

1.3 Statement of the Problem

Marketing is a wide range term and it needs specific decision for the HLI to choose which marketing strategy to use or apply to the institution according to University

requirements. Marketing in general is almost applied in all areas of HLI daily operations with or without being specifically highlighted.in this situation the University must choose specific strategies to us according to their internal and external factors like geographical positions, market segmentation and economic situation.

Although the higher education sector has two main features that influence, the marketing ideas that can be applied to it. First of all higher education in most countries is a non-profit sector, therefore marketing concepts applied to the sector do not function as in the business sector, where the primary goals is profit making. Second higher education is a service; therefore all peculiarities applicable to the marketing of services apply to higher education.

By taking into consideration on the 4ps strategies like targeted markets/ segmentation in higher education, it is highly accepted that the sector has multi-clients, as students, employers and society are seen to be the main beneficiaries of higher education services (Maringe, 2006) in which under this circumstance HLI need to highly to consider mostly the application of marketing mix in all their operations but in actual practice HLI do not apply fully the 4ps (pricing, product, people, place) marketing strategies in its operation as a result it fails to fulfill their mission, vision and objectives, provision of the quality education, increasing number of enrollment, support to the country development and creating awareness to the society although it is not well applied in its operations. For the HLI to create loyalty and stable active academic brand there is need serious and effectively application and usage of 4ps in its total operations and this will position the University to the competitive advantage situation and in a very successfully way.

1.4 Research Objective

1.4.1 General Objective

To find out the effectiveness usage of 4ps marketing strategies in Higher Learning Institutions in Tanzania

1.4.2 Specific Objectives

(i) To find out the role of 4ps in higher learning institutions

(ii) To evaluate how effective the application of 4ps in higher Learning institutions

(iii) To discover the challenges facing HLI is crossing in application if 4ps

1.5 Research Questions

This research will be guided by the following research questions**.**

1.5.1 General Research Question

How effectiveness the usage of 4ps marketing strategies in Higher Learning Institutions in Tanzania?

1.5.2 Specific Research Questions

(i) What is the role of 4ps in higher learning institutions?

(ii) Is the application of 4ps in higher learning institutions effective?

(iii) What are the challenges facing higher learning institutions in application of 4ps?

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Definition of Terms

Marketing - According to kottlermarketing.com Marketing is often performed by a department within the organization. This is both good and bad. It's good because it unites a group of trained people who focus on the marketing task. It's bad because marketing activities should not be carried out in a single department but they should be manifest in all the activities of the organization.

Product - According to Business Dictionary good or service that most closely meets the requirements of a particular market and yields enough profit to justify its continued existence. As long as cars are manufactured, companies such as Michelin that produce tires fill the market need and continue to be profitable.

Price - A value that will purchase a finite quantity, weight, or other measure of a good or service (http://www.businessdictionary.com, 2014)

Place - Place in the marketing mix refers to the channel, or the route, through which goods move from the source to the final user. Place could be the intermediaries, distributors, wholesalers and retailers.
(http://economictimes.indiatimes.com/definition/place, 2014)

People- are the employees that execute the service, chiefly concerning the manner and skill in which they do so. People are the most important element of any service or experience. Services tend to be produced and consumed at the same moment, and aspects of the customer experience are altered to meet the individual needs of the person consuming it.(http://www.marketingteacher.com/people-marketing-mix/2014)

Consumer behavior- according to the wikipedia.org is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.[1] It blends elements from psychology, sociology, social anthropology, marketing and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behavior. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Marketing segmentation- according to investopedia it is a marketing term referring to the aggregating of prospective buyers into groups (segments) that have common needs and will respond similarly to a marketing action. Market segmentation enables companies to target different categories of consumers who perceive the full value of certain products and services differently from one another. Generally three criteria can be used to identify different market segments: 1) Homogeneity (common needs within segment) 2) Distinction (unique from other groups) 3) Reaction (similar response to market)

Marketing mix- according to the wikipidia, the free encyclopedia is a business tool used in marketing and by marketers. The marketing mix is often crucial when determining a product or brand's offer, and is often associated with the four P's: price, product, promotion, and place. In service marketing, however, the four Ps are expanded to the seven P’s or eight P's.

2.2 Literature Review

Marketing is the management process through which goods and services move from concept to the customer. It includes the coordination of four elements called the 4 P's of marketing: identification, selection and development of a product, determination of its price, selection of a distribution channel to reach the customer's place, and development and implementation of a promotional strategy according to business

dictionary. It is the activities of a company associated with buying and selling a product or service. It includes advertising, selling and delivering products to people. People who work in marketing departments of companies try to get the attention of target audiences by using slogans, packaging design, celebrity endorsements and general media exposure. The four 'Ps' of marketing are product, place, price and promotion.

2.3 Marketing Concept

It is widely accepted that the marketing concept has known a number of evolutionary stages in the developed countries and these stages are also known as marketing approaches or marketing philosophies. Some have associated such approaches with the history of the businesses and come up with a number of orientations according to the different aspects emphasized by the organizations in time: the production era, the sales era, the marketing concept era and the societal marketing era (Berkovitz, Kerin and Rudelius, 1989). Similarly, Kotler (1991)

2.3.1 Features of Marketing

Marketing is a regular and continuous activity: Marketing is a continuous activity in which goods and services are manufactured and distributed to consumers. Assembling, grading, packaging, transportation, warehousing, etc. are supplementary to marketing and are useful for smooth and orderly conduct of marketing operations.

Facilitate satisfaction of human wants: Marketing activities are basically for satisfying the needs of consumers and also for raising social welfare. Identification of consumer needs should be the starting point of marketing activity.

Relate to goods and services: Marketing relates to goods and services. It is concerned with the exchange of goods and services with the medium of money. Trade transactions are between sellers and buyers of goods. Thus, goods and services constitute the basic and the liveliest element in marketing.

Bring transfer of ownership: Marketing activity brings transfer of ownership of goods and services and facilitates physical distribution. Production acts as a base of marketing.

Create utility: Marketing activity creates utilities (time, place and possession) through which human wants are satisfied.

Wider socioeconomic significance: Marketing activity has wider socioeconomic significance as it facilitates large-scale production, creates massive employment opportunities, and promotes social welfare and cultural exchanges.

Importance of 4 Ps: Marketing is the sum total of 4Ps. These are: product, price, promotion and physical distribution. Large-scale marketing is possible through appropriate combination of 4Ps called marketing mix.

Integral part of business: Marketing is one aspect of business. It is within the scope of business and is also linked with other functional areas of business.

Evolutionary concept: The concept of marketing has undergone significant changes. It is not merely for profit maximization. It has wider social significance.

Precedes and follows production: Production and marketing are closely related activities. Goods are produced for marketing. Here, marketing follows production. In addition, marketing suggests what consumer wants and production is adjusted accordingly. Here, production follows marketing.

Wide in scope: The concept of marketing is wide/comprehensive. It is not concerned merely with selling of goods but with other functional areas of business such as production, finance and personnel.

2.3.2 Importance of Marketing

Satisfy Human Wants: Marketing plays an important role in the satisfaction of human wants by maintaining regular supply of goods to consumers. It provides better life and welfare to people by satisfying their wants and also by providing useful goods and services which can make their life happy and enjoyable.

Provide profit and goodwill to marketing enterprises: Marketing is important to marketing firms as they earn profit by conducting marketing activities. Marketing enables a firm to expand business activities for market reputation and goodwill. The firm can achieve its objectives through successful conduct of marketing activities. Even new product can be introduced for consumer satisfaction and sales promotion.

Facilitate specialization and division of labour: Marketing function, if performed successfully, leads to specialization, division of labour and efficient performance of production function climaxing in economic stability.

Widen markets: Marketing facilitates widening of markets through large scale movement of goods throughout the country. Even advertising and sales promotion techniques are useful for widening markets. They provide convenience to consumers and profit to traders.

Improve the standard of living of the society: Continuous production improves the skill of the workers. In addition, marketing process provides new varieties of quality goods to customers. It facilitates production as per the needs of consumers and supplies such production to consumers. This raises the standard of living of the people. It is the marketing which has converted "Yesterday's luxuries into today's necessaries".

Facilitate economic growth: Marketing brings industrial/economic growth. It facilitates full utilization of available natural resources. Marketing creates new demand for goods and thereby encourages production activities. This leads to the

creation of massive employment opportunities. Thus, marketing is the kingpin that sets revolving of the whole economy.

Create new norms of socioeconomic behavior: Marketing develops new ways of life in the society. It makes the society progressive and dynamic. National economic policy is successfully implemented through marketing. It not only expands the home market but tries to establish a sound base for exports.

Provide channels of communication to marketing firms: The marketing firms receive continuous feedback about demand for products and services through marketing. The three elements of marketing, namely, concentration, equalization and dispersion with their sub processes such as buying, assembling, transport, storage, standardization, grading, insurance, etc., facilitate quick communication between traders and consumers. Marketing is beneficial to producers and consumers. They get goods as per their needs and manufacturers get more profit and consumer support.

Facilitate price control: Marketing facilitates price control by the manufacturers. It brings proper balance between demand and supply and this ensures price stability.

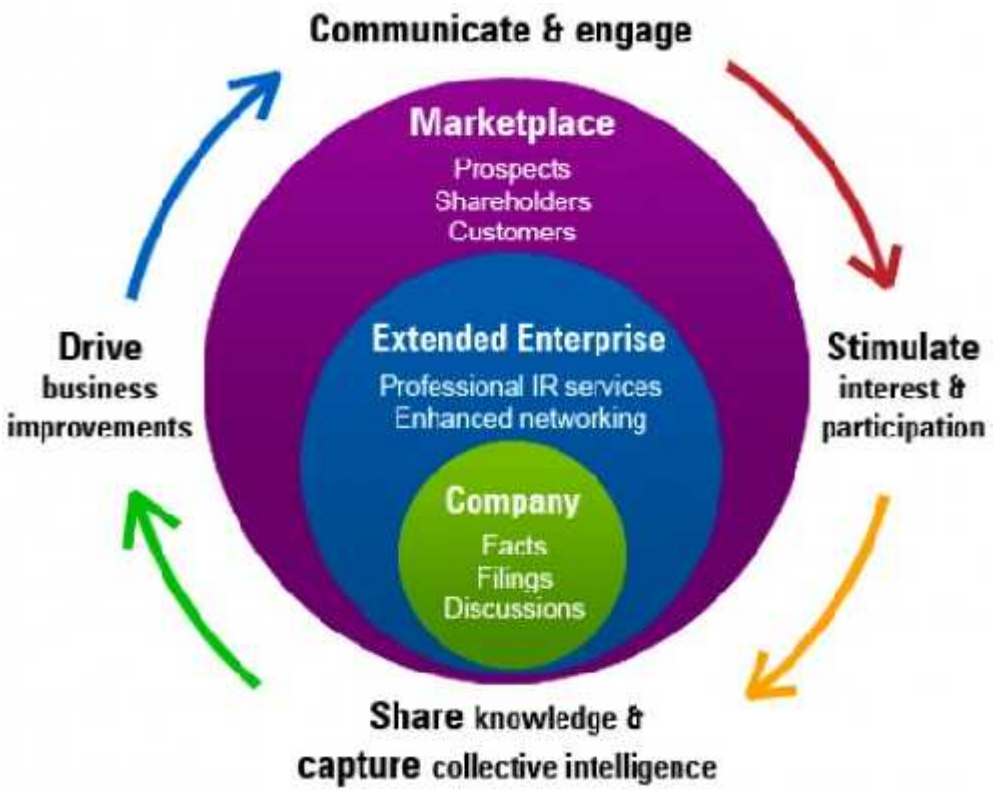
Facilitate stability to marketing firm: Marketing is one major revenue generating source of a firm. It raises the turnover and profit of a business unit. A firm's survival, growth and stability are dependent on its ability to market the products efficiently. Marketing is thus one challenging function of management.

Bring success in business: Marketing is a major activity of every business enterprise. If the marketing is not efficient, there will be losses and the whole firm will come in danger. This suggests that marketing is a risky activity with equal chances of getting profit and incurring losses. It is the successful marketing which supports all other activities of a business unit.

Indeed, institutions face excess issues and challenges in the current era of higher education endeavors. In this respect, institutions are “being urged to provide high

quality education, exist as a well-reputed university, achieve enrolment success, improve competitive positioning, provide contemporary and well-designed academic programs, and maintain financial strength" (Cetin, 2003, p. 57). This has forced administrators at institutions of higher education to begin to recognize that they need to function more like a business and market their offerings utilizing sound strategies (Hancock and McCormick, 1996).

Figure 2.1: A diagram to explain the components and how importance marketing can help in growing any organization including HLI



Source: www.google.co.tz retrieved on 11/11/2014

This explains how the organization can operate its business through the application of marketing strategies as it is shown in the diagram that it stimulate interest (students enrollment) share knowledge (ie within the society concerned)) and increase income generation which rise to the proper business operations to the success of the organization.

Higher education around the world has experienced rapid growth and, under the pressure of obtaining sufficient funds, it has had to become a "big business enterprise" (Liu, 1998:19). Zemsky et al (2001) concur with this sentiment: "People talk about markets, whether or not they understand them. Most people are also uncomfortable with what they see, or think they see: students using the power of their purchases to define what they need to learn, faculty and departments overly sensitive to things that sell as opposed to ideas that matter, and administrations adopting policies and practices of businesses in order to make a quintessentially messy endeavor more efficient. Everywhere the byword is competition – competition for students, for faculty, for research dollars, for donors.

Marketing has typically been employed in higher education for two primary reasons: (a) to attract the most desirable students and, to a somewhat lesser degree, academic and administrative staff (i.e. intellectual resources); and (b) to attract government subsidies, research funding, private donations and grants, etc. (i.e. financial resources). However, it would appear that the practice of marketing in higher education in South Africa is a rather complex issue, where definitions of marketing 'in the field' appear to vary considerably. Although many academic institutions would like to believe that they are practicing true marketing and embracing corporate principles, it is thought that many are in fact falling short of the mark. According to Ivy (2008), the concept of marketing in higher education is certainly not new. Here, Kotler and Fox (1995, p. 6) probably offer the best description of marketing in this particular sector. They describe the practice as the "analysis, planning, implementation, and control of carefully formulated programs designed to bring about voluntary exchanges of value with target markets to achieve institutional objectives. Marketing involves designing the organization's offerings to meet the target market's needs and desires, using effective pricing, communication, and distribution to inform, motivate and service the markets."

The strategic importance of brand management within the student recruitment function was highlighted by Cosser (2002) in a recent Human Sciences Research

Council study, wherein he found the reputation of the institution and/or program of study to be the most important assessment criterion when a scholar is choosing a place of study. Furthermore, several other authors (e.g. Bulotaite, 2003; Moogan and Baron, 2003; Rolfe, 2003; etc.) have strongly associated the function of brand management with that of student recruitment. If indeed student recruitment is to be optimized through a relationship focus (as advocated by Tapp et al, 2000), brand management will certainly require investigation

In particular, higher education brands may be used to send a strong signal to potential students about the quality and credibility of the institution (Thomson, 2002). Potential students may then use these cues to assess the attractiveness of a number of institutions (Utley, 2002). To this end, it is likely that strong higher education brands hold a significant amount of appeal to senior high school scholars, who may aspire to be associated with these brands in the near future.

In the context of the higher education sector, brands appear to be a means of labeling the quality of graduates (in effect, a seal of approval), establishing pulling power in recruiting students, endorsing the legitimacy of research products, and legally protecting advertising features (e.g. the use of a mountainous backdrop set against the main hall on campus, as used in one institution's brand imagery). Higher education institutions appear to be extremely concerned about their standing and image in the marketplace. To this end, their 'name' or reputation often underpins their existence. Recently, administrators at educational institutions are becoming challenged to view the development and execution of marketing and advertising programs as a means of building an institution into a brand, as well as to recognize the implications of branding for the recruitment process (Cook and Fennell, 2001; Rosen, Curran and Greenlee, 1998a; Rosen, Curran and Greenlee, 1998b; Sevier, 2002). it appears as though few institutions have a comprehensive, institution wide, co-ordinated marketing programme. It would appear that at present, marketing is at best executed on an ad-hoc basis. Yet, an exception to this norm may be the attitude of Universities and Universities of Technology toward their alumni and donor markets. These institutions appear to pay special attention to alumni in the hope that

these graduates will act as fine ambassadors for the institution and, possibly more importantly, will provide future funding to the institution in the form of personal donations and/or donations from the companies/organizations at which they are employed.

In order to make customers be aware that a certain product is provided, there are a number of methods one may choose from. For HLI education programs, media advertising like radio, television, magazines, Internet and personal selling are most commonly used. Radio, television and magazine advertising are used to create awareness for the program and to direct the potential students to the institution's Web page where a great deal of information can be provided in a very efficient and cost-effective way. For online HL education institutions, a number of target audiences must be considered including the students, students' families, employees (for a business), donors, and the government in general.

Considering that there are applicable concepts under which organizations conduct their marketing activity, namely the production concept, the product concept, the selling concept, the marketing concept and the societal marketing concept. The marketing concept holds that the key to achieving organizational goals consists in determining the needs and wants of target markets and delivering the desired satisfaction more effectively and efficiently than competitors" (Kotler, 1999).

Although this has forced both traditional Universities and Universities of Technology to become more proactive and to more carefully manage which students are admitted into their respective institutions – a trend which has also been observed internationally. Owing to competitive pressures, institutions therefore need to become more proactive in their marketing endeavors (Wonders and Gyuere, 1991; Zemsky, Shaman & Shapiro, 2001) and, in response; many institutions have already turned to corporate principles to run their operation and to recruit their 'customers' (i.e. the students). The literature shows that most higher education institutions in South Africa have been rather unprogressive in terms of marketing themselves to prospective students (Law, 2002). Arguably, the fundamental reason as to why this

may be the case can be found in their heritage. Universities and Universities of Technology throughout South Africa have historically "operated in a protected, regulated market with a steady income" (Hay and van Gensen, 2008). This has meant that they have not been exposed to truly competitive enterprise and are not accustomed to competing in an environment where survival, rather than being guaranteed, is a privilege that needs to be earned. To this end, Hay and van Gensen (2008) argue that market orientation, whereby the 'customer' is at the heart of service delivery, has eluded higher education institutions in South Africa for many years.

Marketing concept is based on business in terms of customer needs and desire as well as their satisfaction. In other words, marketing has less to do with getting customers to pay for your product as it does developing a need for that product and fulfilling the customer's need. It is a philosophy that firms should analyze the needs of their customers and then make good decisions to satisfy those needs, better than the competition. It is important to recognize that competition can produce results that are both good and bad, both desirable and undesirable. Increased competition will provide more options for students, and students will respond by maximizing benefits to themselves as individuals. The sum of these individual decisions will not always lead to global changes that are positive. Simply saying that certain consequences of competition are negative will not stop them from occurring, however. Many of these negative consequences can be mitigated by appropriate responses by higher education, but the face of higher education ultimately will be altered by this new competition in multiple ways. Most of what is discussed here will have applications broadly across the many segments of higher education. The impact of the new competition will not be uniform across the diverse face of traditional higher education, however. Many of the new competitive forces are aimed initially at students of the type currently served primarily by community colleges and colleges and universities that are not generally classified as "prestigious". For those institutions, the challenges will be immediate and serious, but relatively direct and obvious. For the more prestigious colleges and universities, on the other hand, the

impacts will not be obvious so rapidly, but are likely to be more subtle, more complicated , and in the end, perhaps more revolutionary.

It mostly focuses on the impact of this new competition on a very small but highly influential component of higher education, the research university. During most of the 20th century, the face of higher education was influenced in a major way by practices and values of the research universities. Faculty reward structures, disciplinary frameworks, and belief in the value of research spread from the research universities into universities and colleges of all types. This spread was perhaps inevitable, since the research universities produce almost all of the future faculty in almost all of the components of higher education. It is contended by many that this group of research universities will be relatively immune to the new competitive forces because of its prestige and great success in carrying out its multiple missions. I will argue, to the contrary, that research universities have perhaps the most complex challenges to face in this new environment.

Institutions of higher education collectively value highly their stability and their ability to survive for long periods of time without revolutionary change. The value structure that has evolved for research universities is one that creates very high barriers to entry for new players, and numerous barriers to rapid change. These barriers are primarily related to cost, but there are other types of barriers as well.

Paradoxically, many of the structures and practices that serve to provide stability in the current competitive climate will be those that put the research universities at greatest risk in the coming competitive era. Because of this critical paradox, it is important to begin by reviewing some of the organization and structure of research universities and how those aspects provide stability. Including discussion of some of the "external" competitive forces now facing traditional higher education and their importance both strengthen these external forces and introduce new types of competition within the university community itself, also it needs to consider ways in which these new competitive forces can work to destroy the stability of research universities.

Higher education around the world has experienced rapid growth and, under the pressure of obtaining sufficient funds, it has had to become a "big business enterprise" (Liu, 1998:19). Zemsky et al (2001:1) concur with this sentiment: "People talk about markets, whether or not they understand them. Most people are also uncomfortable with what they see, or think they see: students using the power of their purchases to define what they need to learn, faculty and departments overly sensitive to things that sell as opposed to ideas that matter, and administrations adopting policies and practices of businesses in order to make a quintessentially messy endeavor more efficient. Everywhere the byword is competition – competition for students, for faculty, for research dollars, for donors, etc. The market now matters in higher education." For-profit institutions have been setting the bar for years now in terms of establishing a highly successful model for marketing online education and recruiting prospective students. Non-profit institutions have been increasingly able to attract online learners by copying for-profits' model for marketing and recruiting success, leveraging companies with experience in marketing for-profit institutions, or both.

Effective marketing for online degree programs involves identifying and targeting prospective students who would fit the programs, and pricing and communication designed to convince these prospective students to apply and enroll. In other words, understanding the prospective student profile, the factors that influence this individual's enrollment decisions, and the preferred channels and methods of communication all represent the pillars of online education marketing. http://www.hanoverresearch.com retrieved on 11/11/2014

This global situation is no different to that in South African. Here, public institutions are facing changes in government funding methods, globalization of higher education is bringing new competitors into the fray, and applications from new students at some institutions is actually declining (Tagwireyi, 2000). International research suggests that these trends, in broad terms, are being reflected worldwide. The trend to acquire a tertiary education has taken hold and minority groups, particularly, are

being enticed to enter the higher education market in a quest to empower themselves and better their lives (Parvianinen, 2003).

When an organization is starting applying and adopt the marketing concept, typically it will set up separate marketing subdivision whose objective it was to satisfy customer needs or desire. Often these subdivisions were sales departments with expanded responsibilities in which they expanded their department's structure marketing organizations having a company-wide customer focus. Since the entire organization exists to satisfy customer needs, nobody can neglect a customer issue by declaring it a "marketing problem" - everybody must be concerned with customer satisfaction.

Therefore an organization must be aware on what do customers want, can we develop it while they still want it, how to keep them satisfied and to focusing on customer needs before developing the product, aligning all functions of the company to focus on those needs and realizing a profit by successfully satisfying customer needs over the long-term period. The marketing concept relies upon marketing research to define market segments, their size, and their needs.

To satisfy those needs, the marketing team makes decisions about the controllable parameters of the marketing mix. (Google.com 2014)

The successfully of any organization depends on the consumer willingness to accept and pay for the service or product. It must be aware of what the market wants preferably well before production begin and at the same time consumer wants must be monitored and measured in a very strategically way so that through that serve product and market development the concerned organization can keep ahead of the challenges (competitors). As the marketers will say, consumer is the king. The educational choices for these consumers will be rather large. They have the option of choosing axdstraditional education model as well as online options. Thus, the providers will have to do a good job in creating and promoting their programs.

For an organization to be able satisfy the consumers it have to find out first who are these consumers and this means it needs to do market segmentation which will helps to identify different target markets and the organizations have to identify what consumers need and want (consumer behavior) to fulfil the marketing core goal. Usually the steps of the consumer buying decisional process are used to characterize consumer behavior, market segments of interest the organization decides on the positioning strategy, usually based on differentiation from its competitors. Through the previous activities an organizations have to produce what consumers need and want. Such products that satisfy the needs and wants of consumers are to be marketed using the basic marketing mix activities (product, price, distribution and promotion, also called the transactional marketing (Hemsley – Brown & Oplatka, 2006).

According to Mc Carthy 1960 "Marketing mix" is a general phrase used to describe the different kinds of choices organizations have to make in the whole process of bringing a product or service to market. The 4Ps is one way – probably the best-known way – of defining the marketing mix. 4ps is the marketing term describing people, place, price and product. The important thing to understand is that these entire variables (4ps) are controllable, subject to internal and external constraints of marketing environment or situations. Marketers, using different blends of these variables, can target different group of customers having different needs or desire to be delivered on the required moment and time. A customer refers it as the marketing mix or “offering”.

2.4 4ps - Marketing Mix

The marketing approach, as opposed to the previous ones places in the center of the organization’s activity the consumer and its wants and needs. Such a consumer focused philosophy (as opposed to the selling philosophy), adds to the approach other ideas specific to the marketing orientation, such as consumer behavior, market segmentation, positioning, marketing mix activities (product policy, pricing policy, distribution policy and promotion policy) Therefore for an organization be able satisfy the consumers it have to find out first who are these consumers and this

means it needs to do *market segmentation* which will helps to identify different target markets and the organizations have to identify what consumers need and want (*consumer behavior)* to fulfil the marketing core goal

Figure 2.2: Elements / Ingredients of Marketing Mix



Within the field of education in general and HEIs in particular, services marketing (Mazzarol, 1998; Nicholls et al., 1995; Enache, 2011; Zeithaml et al., 1985) has been stressed on several occasions. Services marketing consist of four dimensions that describe the product (service) as perishable, heterogenic, inseparable and intangible. A service is perishable since it could not be saved for later use. A service is also heterogenic and therefore hard to standardize which could affect the quality. It is also inseparable, since the sender (seller) and the receiver (buyer) is involved in the production of the service. Finally, as services are intangible it could not be stored or patented and therefore difficult to communicate. (Zeithaml et al., 1985) Taking these dimensions into consideration within HEIs, they serve different purposes. Since education is inseparable there is an importance of a mutual understanding between the HEI and the student. Linked to perishability, a seminar lecture cannot be sold for

later use or stored. Heterogeneity, on the other hand makes it difficult to standardize and repeat the service.

Usually the steps of the consumer buying decisional process are used to characterize consumer behavior, market segments of interest the organization decides on the positioning strategy, usually based on differentiation from its competitors. Through the previous activities an organizations have to produce what consumers need and want. Such products that satisfy the needs and wants of consumers are to be marketed using the basic marketing mix activities (product, price, distribution and promotion, also called the transactional marketing (Hemsley – Brown & Oplatka, 2006).

Figure 2.3: The Diagram to Show How the 4ps Depends on Each Other in Its Operations



Source: www.smartdraw.com, 2014

Product

A product is anything that can be offered to the specific market to satisfy their requirements. It is the item(s) or service(s) that you are offering your customers as requested. It can be a physical object or a service and may refer to a single item or unit, a group of equivalent products or a group of goods or services.

Product has different types to satisfy customer needs as requested:

Core product – this is the end benefit for the buyer and answers the question: What is the buyer really buying? For example, the buyer of a car is buying a means of transport, the buyer of an aspirin is buying pain relief and the buyer of financial advice is hoping to buy financial security and peace of mind.

Formal product – this is the actual physical or perceived characteristics of your product including its level of quality, special features, styling, branding and packaging.

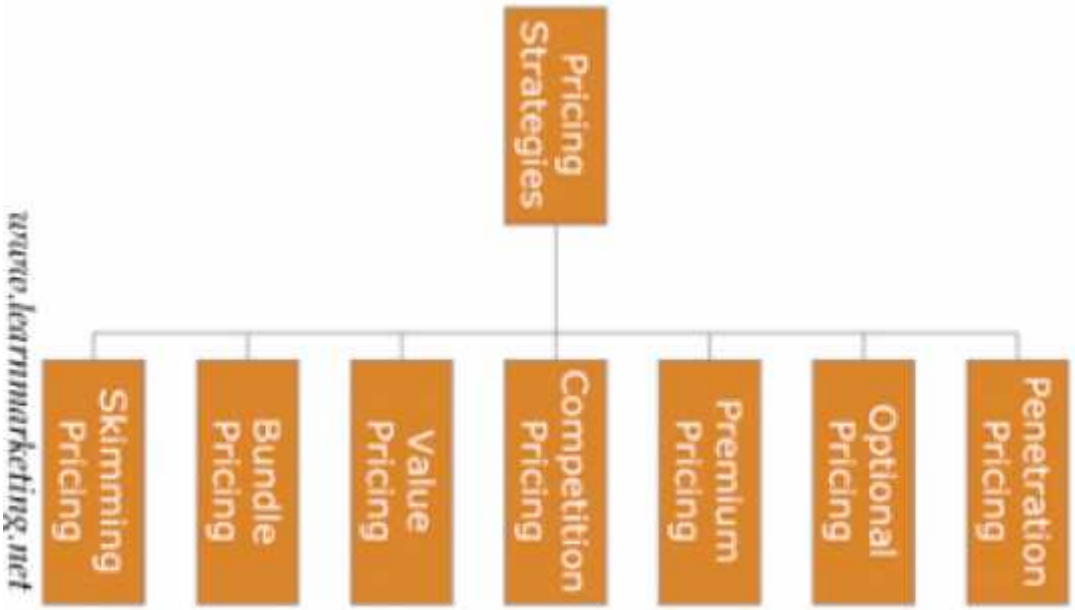
Augmented product – the support items that complete your total product offering such as after-sales service, warranty, delivery and installation

Pricing - Place or distribution is an area where the market is done, that is the exchange of good and a service is taking place. According to Wikipedia place is the space, actual, virtual or metaphorical, in which a market operates. The term is also used in a trademark law context to denote the actual consumer environment, i.e. the 'real world' in which products and services are The personal sales contact between the HEI and the student has shown to be of importance, as previous research shows that students outlined the need for personal advice when they examined different enrollment alternatives (Ibid, 1995).

The university needs to address and inform prospective students in such a manner that the educational product is understood. One important channel for transferring information to students is through a web site. (Enache, 2011) However, Ivy (2008) states that to solely rely on the internet as a channel for communication is unlikely to

be effective. After the student´s first contact with the university, a web site could inform the potential candidate, and thereof be a useful tool for an efficient enrolling process. A website should also inform the student of general information and the university´s opportunities as well as demands. The demands and opportunities are associated with the particular education. (Enache, 2011) Besides a website that informs prospective students, Ivy (2008) states open days and exhibitions to be important channels for HEIs. E-mail and advertising could also function as efficient tools for universities in order to inform and stimulate potential students for enrollment. (Ibid, 2008) Former students could aid the university in providing constructive experience towards prospective students. They could thereby inform and encourage potential students to enroll, based on previous successes as a graduate from that particular HEI. (Enache, 2011) provided and consumed.

Figure 2.4: Showing Pricing Strategy



Place

Place or distribution is an area where the market is done, that is the exchange of good and a service is taking place. According to Wikipedia place is the space, actual, virtual or metaphorical, in which a market operates. The term is also used in a trademark law context to denote the actual consumer environment, i.e. the 'real

world' in which products and services are provided and consumed place, often called distribution channel, is used by universities in order to enable its market to meet needs, wants and expectations from students (Ivy, 2008). Today's students have the ability to get relevant information through many sources, since the development of IT has been added as an alternative educational service method, in comparison to the previous restricted geographical location of the university (Ibid, 2008; Pratminingsih & Soedijati, 2011). Opportunities to get hold of university related material has been developed through other IT sources as well. Web pages, e-mail, video and telephone based conferences are just a few examples that have been recognized

People

In marketing mix people is a core element and are the main actors in the whole process of marketing to fulfill the cycle of 4ps to make the company's goals accomplished.

This strategy involves HLI based staff members who interact with prospective students before, during and after the enrollment (Ivy, 2008; Pratminingsih & Soedijati, 2011). The staff therefore represents an important factor for students' satisfaction. This strategy is related to *process* and *promotion*, thus becoming an important factor/ a bridge to consider. (Enache, 2011) Staff members are an important part of education, as high-contact service operations are based on personal contacts, communication and interactions between people (students and staffs). These interactions involve personal contacts with supportive, administrative and academic staff. Staff´s image could be linked to student's perception and potential enrollment. Hence, students may be influenced by the number of employed PhD´s or professors. (Ivy, 2008) Other people that could influence a student's enrollment are public and well known profiles working at the university, such as experts that frequently appear in television or other media (Ibid, 2008; Enache, 2011).

Administrative staff has an important role due to their service towards prospective students. Interactions between academic staff and students could therefore affect the reputation of the HEI. The perceived service, both at the front line (lecturers) and the

back line (administrative), is of importance due to the students' valuation of the service quality. (Ivy, 2008) HEIs could obtain student and society satisfaction, an enriched image and improved educational service if they promoted and encouraged well known and respected professors. The right people at the right place are a key step in order to develop a fruitful education, which is linked to the staff´s ability to deliver in a correct manner. (Enache, 2011) Besides current staff, former students are important for HEIs. Former students could inform prospective students of their experiences regarding the education and other university related matters. (Pratminingsih & Soedijati, 2011) Even though the supportive functions of a lecturer may influence students' perception, the management of a single phone call by administrative staff could impact students will to enroll (Ivy, 2008). Administrative staff is connected with the enrollment process as they deal with prospective students and their requests. The way administrative staff answer these requests could influence students' first impressions. Even after enrollment, administrative and teaching staff plays an important role. Thus, staff is a key factor for the universities marketing mix. (Enache, 2011)

2.4.1 Marketing Mix In Higher Learning Institution

Open and distance learning (ODL) has evolved over the last century, but the ways in which its benefits are marketed to students and other stakeholders have remained relatively unchanged. The benefits are still relevant but they are no longer sufficient as marketing strategies in the context of education systems in the 21st century. Educational institutions need to incorporate the benefits of ODL into a more comprehensive marketing strategy based on the relationships they develop with their students and stakeholders.

The typical reasons given for using ODL are:

(i.) It gives more equal access to educational opportunities.

(ii.) It gives learners more flexibility to combine learning with work, family and community responsibilities.

(iii.) Content quality can be enhanced through the use of well-designed materials, which are increasingly accessible online.

(iv.) A multitude of research studies have concluded that there is no difference in content mastery between students who complete their studies via ODL and students who learn through traditional classroom-based instruction.

These arguments are still valuable today in terms of advocating the use of ODL methods but they do not address issues that are specific to the 21st-century world. In order to have a stronger impact, they need to be bundled into a much more comprehensive view of marketing and branding for ODL. The marketing and branding strategies described in this guide should help leaders of ODL institutions in their efforts to successfully position their institutions within their respective education systems

Marketing in Higher learning institution is still a problem and still is not effective. Marketing theories and concepts, which have been effective in business, are gradually now being applied by many universities (Hemsley–Brown &Oplatka, 2006; Temple &Shattock, 2007) aiming to gain and increase competitive advantage environment. The higher education sector has features that influence the marketing ideas that can be applied to it. Higher learning education in most countries is a non-profit sector in that situation marketing concepts applied to the sector do not function compared to business area, where the primary goals is profit making. Also higher education is a service industry and therefore all peculiarities applicable to the marketing of services apply to higher learning education. Therefore considering these aspects marketing concepts can fully be apply to higher learning education institutions and being very well successfully. Marketing within higher education has embarked a wider global perspective. The increased competition within this developing industry, along with the expansion of institutions and its products and services has established driving forces for HE marketization worldwide. Previous research has indicated emerging marketing activities from HEIs across the world.

The increasing application of emergent information and communication technologies (ICT) in the provision of open and distance education2 has had “game-changing” effects over the years that have created both opportunities and challenges for leaders

of ODL initiatives. The opportunities to enhance access to learning and improve the quality of the learning experience are exciting for both learners and teachers, and the ability to serve an increased number of students more efficiently can be attractive to policy and administrative stakeholders.3 However, the degree to which these opportunities are realized depends on how well ODL leaders market and brand both their institutions and the programs and services they provide. The following points illustrate the challenges involved:

(i.) The ongoing evolution of ODL delivery models has led to ODL becoming an umbrella term for a confusing array of descriptors such as distance education, open learning, online learning, virtual education, blended learning, flexible learning, etc. This makes it challenging to communicate the various learning activities that will be involved.

(ii.) ODL has come a long way since its correspondence-school roots, but it may still be seen by both prospective learners and many faculties, teachers, politicians and administrators as academically suspect and pedagogically less effective than traditional classroom instruction.

(iii.) Some stakeholders are wary of the motives of some ODL initiatives, particularly those in the private sector that are perceived as being focused on profit at the expense of program quality or learner support services.

(iv.) The ODL environment is increasingly competitive. Emerging technologies have enabled many traditional institutions to start offering ODL programs new ODL institutions are springing up everywhere; and the presence of private sector providers, both for-profit and not-for-profit, make for a very crowded market place. The need for marketing and branding strategies that enable institutions to differentiate their offerings from those of their competitors has never been more challenging.

According to Jane 2008, Education is now a global product with institutions worldwide competing for students and finding ever more creative ways to satisfy student needs and favorites. With the continuing rise in the preference for flexible distance learning, educational institutions are finding that when students and faculty

have significantly different cultural backgrounds and learning styles that the expectations of the Learning experience can be unfulfilled

The rapid development of ICTs (Information and Communication Technologies) bringing broadband and cellular connectivity to much of the world has altered the distance learning playing field, and is providing a much larger arena of business opportunities. What was once a self-contained market with only a few providers has now become an industry of academic institutions competing for market share with companies designing their own computer-mediated HLI distance learning programs and offering online certificates and degrees.

Marketing has become an increasingly important skill in this environment. With so many players competing for students, a successful program must address the needs of each student with appropriate, high quality learning materials delivered quickly and easily with seamless support. Marketing strategies now become essential to an organization in this competitive market.

Increasing numbers of the population in the continents have become knowledgeable consumers of the services of diverse providers. They make their choices in accordance with their needs, the perceived quality of the provider, their financial capability and willingness to invest in their education, and the appeal of a variety of attributes of the providing institution and its products. Also distance education providers – as well as other providers of educational opportunities– have become aware of the economic necessity to be continually responsive to demand. More than at any time before has the solution of learning needs by choosing from substitute structured learning opportunities or chances become part of a process in which supply and demand mutually seek to maintain a dynamic equilibrium.

Target market selection is used to select one or more market segments, so that an organization can maximize profits. Generally speaking, there are three types of target market selection. Mass marketing (undifferentiated marketing) is generally used in situations where almost all customers have the same characteristics. Organizations

using this strategy may save production and promotion costs, but finds them at a disadvantage compared to competitors that target specific market groups. Targeted marketing (differentiated marketing) separates the market into groups of customers with somewhat different wants and needs. This strategy is often used in markets where customers have diverse characteristics. Organizations adopting this strategy often promote different marketing mixes tailored to the needs and requirements of customers in selected market sectors. Niche marketing (concentrated segmentation) focuses on relatively small numbers of customers in a market. This strategy has often been used by organizations that have highly specialized goods or techniques attractive only to small groups of consumers with certain common characteristics. Although organizations adopting this strategy might create higher customer loyalty, they put themselves at risk by being firmly tied to specific groups, which may see diminished purchasing power or succumb to competitive appeals (Kotler, 1999).

According to Kotler, 2012 Marketing is too often confused with selling. Selling is only the tip of the marketing iceberg. What is unseen is the extensive market investigation, the research and development of appropriate products, the challenge of pricing them right, of opening up distribution, and of letting the market know about the product. Thus, Marketing is a far more comprehensive process than selling.

Marketing is not a short-term selling effort but a long-term investment effort. When marketing is done well, it occurs before the company makes any product or enters any market; and it continues long after the sale.

The targeted markets in higher learning institution education is highly accepted that the sector has multi-clients, as students, employers and society are seen to be the main beneficiaries of higher education services (Maringe, 2006). Even though the whole notion of students as consumers attracts criticism (Hemsley–Brown & Goonawardana, 2007).Students are the direct and immediate customers of any University/ colleges.

It is against these backdrop changes of the environment such as the decrease in government funding and the increase in competition that the need of marketing in higher learning institution is needed. In order to survive and to develop sustainable competitive advantage in a changing higher education landscape, HLI should make sure she satisfy their customer desire and needs by adding value. Institutions should provide more benefits to their customers than competitors if they want to stay competitive. In the competitive environment in which higher education institutions operate, enhanced customers satisfaction may be one of the ways in which institution can create and sustain a competitive advantage. This can be achieved with the effective application of the marketing mix elements. Marketing and more specific a market orientation, can provide a detailed understanding of the needs of the customers and ensure that higher education institution address the needs in a very efficient and compressive manner. HLI needs a very strategic marketing objective so that to fulfill the University marketing strategy.

Education service providers as well as other employers in education use the skills and the abilities to do the best so that graduates acquired the best education results and grades during/ after their studies. Some called graduates products of higher education, while the employers were seen as customers (Kotler & Fox, 1985; Conway et al, 1994), but we consider that both students/graduates and employers are consumers of higher education services.

While students are principal consumers (Stensaker& D'Andrea, 2007), employers can be seen as secondary or indirect consumers of higher education services. Finally the whole society benefits of the results of the higher education. The three categories are seen as the main stakeholders of higher education and as the main clients, with the students being the primary ones. Furthermore; there are other stakeholders that have an interest in higher education: along, students, employers and society, there are also the parents, the government and other funding bodies, quality assurance agencies and other reglementing authorities, professional bodies (Chapleo, 2004; Voss, Gruber, Szmigin, 2007; Kantanen, 2007). Sometimes the needs and the wants of the different stakeholders do not totally coincede and higher education has to

satisfy more constituencies, making its activity more complex. Students as primary clients are usually segmented and treated differently, but all other stakeholders are more difficult to segment. Soutar and Turner (2002) identified for UK three major student market segments: international students, mature students, and high school leavers, segments with different motivations when making their higher education choice and different needs and wants from educational services.

To keep up these current changes, higher education institutions should adapt to the new conditions by taking proper measures. Otherwise, they are going to lose their students year by year to the new players, emerged short time ago. Opening the university doors to international education market becomes very crucial.

The Open University Tanzania (OUT) as one of the higher learning education institution which apply marketing concept in its operation. It is a serve industry in which the product which it sells is not seen, touchable or destroyed physically. OUT is among the very wide and the only one Open and Distance Learning higher learning institution which is provide services all over the country and oversees and needs a very strategic marketing management like links creating and monitoring to reach their customers and deliver the best education to all regardless places, time and courses. Being an ODL institution OUT operates through a network of 30 Regional Centres and more than 70 Study Centres in Tanzania and abroad. To address the emerging national, regional and global challenges which emanate from the fast changing perceptions and world cultural, social and economic outlooks, OUT has established several collaborations and links with local, regional and international organizations, associations, and institutions of higher learning such as the International Telecommunication Union, United Kingdom Telecommunication Academy, Namibia College of Open Learning, Triumphant College in Namibia, University of Zimbabwe, Egerton University in Kenya, Global Justice Solutions (a subsidiary of Coffey International), Cape Coast University in Ghana and the National University of Rwanda. (www.out.ac.tz 2014)

The role of 4ps in OUT is being a challenge since the product which is provided is intangible it is the serves in which is characterized by intangible commodities that cannot be touch, felt and tasted. It services are when you hire a person or someone to do something for you in exchange of money. Usually it is hired or rented, they cannot be owned like goods can. Since it requires people and one cannot legally own a person in today's world, services can only be for hire. Services are often described as Intangible, Perishable, Inseparable, Simultaneity and Variable. It is not an easy task to do effective business in education area without apply basic marketing strategies which are 4ps or marketing mix.

According to Starck, K. &Zadeh, S. 2013 explained on how marketing and specifically application of 4ps is important within higher education, it has embarked a wider global perspective. The increased competition within this developing industry, along with the expansion of institutions and its products and services has established driving forces for HE marketization worldwide. Previous research has indicated emerging marketing activities from HEIs across the world. HEIs from a variety of regions are now taking marketing into consideration. The current position is derived from investments and government interventions of raising quality of HE by supporting marketing factors within this industry. (Meek & Wood, 1997; Scott, 1999) Additionally, in the African region, previous research has pinpointed current HEIs to replicate marketing factors that have been prevailing for decades. HEIs may also increase their global competitiveness, reputation and further strengthen the bonds with other foreign HEIs by conducting strategic alliances. (Altbach & Knight, 2007) Schiller and Liefner (2007)

2.5 How Marketing Mix Work In Higher Learning Institution

Understanding Higher Education as a Product has always been the most complicated of the 4 P's in higher education. Place, price, and promotion are easier to identify. Price looms large in the public consciousness. Despite the rise of online education, as long as college campuses exist, then place will always be an obvious component. And though methods of promotion have changed over the years, it's still an important part of the higher education marketing mix.

Product, however, has traditionally been more difficult to define. What is the product in higher education? Is it the student who receives a diploma at commencement? Is it the well-rounded, educated alumna who contributes to her community? Is it the overall college experience? What about the academic programs and student services? And how is a successful product defined? Is it with reference to retention rates? Student satisfaction? Starting salaries for graduates? Graduate school enrollment?

In reality, most or all of these elements influence how we think about the product in higher education, and yet none of them alone are sufficient; the higher education product is the sum of many parts.

Traditionally, liberal arts colleges in particular have had the luxury of describing their product in nuanced and intellectual terms. The founding of the liberal arts tradition was predicated on the concept that education in itself is an ideal worth pursuing. The outcome of a college education was primarily the formation of educated, open-minded individuals who were able to understand and contribute to the world around them; vocational preparation for specific career tracks was secondary to the formation of sound, active minds.

Yet what is clear in 2012 is that this idealistic understanding of higher education, and its purpose in society, is under pressure from nearly every angle. The digital revolution, a troubled and shifting economy, and new expectations from families and legislators are compelling higher education institutions to define their product in new terms. For the first time in decades (or perhaps ever), the value of a college degree is being called into question. Rising costs and shrinking budgets are reframing the higher education discussion, pushing measurable employment and financial outcomes to the forefront; pragmatism, at least for now, dominates the conversation.
- See more at: http://www.thelawlorgroup.com/pov/review/v-xx-i-2/role-product-higher-education-marketing-mix-0#sthash.xlZKvXPt.dpuf

Marketing in Higher learning institution is still a problem and still is not effective in its general application. Since there is large number of global changes and challenges marketing theories and concepts which have been effectively used in other business organisations, are gradually now being applied by many universities (Hemsley–Brown & Oplatka, 2006; Temple & Shattock, 2007) aiming to gain and increase competitive advantage environment. The higher education sector has features that influence the marketing ideas that can be applied to it. Higher learning education in most countries is a non-profit sector in that situation marketing concepts applied to the sector do not function compared to business area, where the primary goals is profit making. Also higher education is a service industry and therefore all peculiarities applicable to the marketing of services apply to higher learning education. Considering these aspects we marketing concepts can fully be apply to higher learning education institution.

What organizations everywhere must grapple with, says McKain, is how to establish distinction in turbulent and hyper-competitive environments. It is through distinction that colleges and universities will ultimately succeed in the disrupted marketplace that they currently find themselves in.

Matthew Shank, president of Marymount University (Virginia), agrees: “As a private institution, I believe competition is, by far, the greatest trend influencing our institution. Of course, to compete we have to differentiate ourselves, in part, through outcomes and communicate by being transparent. In our case, the other disruptive forces are legislation and the economy that constantly must be monitored.”

Despite the urgent need for brand awareness and distinction, McKain says that most colleges and universities currently fail to set themselves apart in the eyes of students and parents. “I see very few [higher education institutions] that are able to answer this simple question: ‘Why should a student select your institution instead of any other?’ You cannot differentiate what you cannot define. If you can’t answer the question, I just don’t think it’s reasonable to assume a student, or his or her parents, would be attracted to you.”

So the question facing higher education is how to provide a product that answers the new demands for real-world, quantifiable outcomes and immediate transparency, while at the same time establishing a distinct and lasting brand.

The application of 4ps in academic institution brings the best results in different areas including enrollment, brand and royalty and the number of graduates. After doing a good environment research OUT is doing its best to apply marketing mix strategy to make the grand delivering and offerings of its services to the targeted customers.

HE is different from marketing associated with physical products and therefore requires further adjustments in the marketing mix (Pratminingsih & Soedijati, 2011). The classical marketing mix consists of four different Ps; product, price, place and promotion. In relation to educational service, this mix can be adapted and relevant to a certain degree. (Nicholls et al., 1995) However, speculations demonstrate that this marketing mix is inappropriate for marketing of services (Ibid, 1995). The four Ps model is traditionally used towards physical products. However, the educational service sector requires a different approach. (S.kristian. 2013)

Product

In higher learning education educational services is the main products and services provided to the customers in which is education services supported with three main activities of universities as services offered: teaching, research and the third sector services (Brătianu, 2008; Huisman, 2007; Kantanen, 2007). The nature of services in general and their specific characteristics (simultaneity, perishability, intangibility, heterogeneity – Fitzsimmons and Fitzsimmons, 2001) affect also higher education services and their marketing. Service marketing principles apply to higher education. To exemplify, it is well known that when we talk about services, both external and internal marketing becomes equally important, as the nature of the interpersonal interaction between the customer and the contact employee (in our case the contact between students, lecturers and support personnel) often affects satisfaction (Voss, Gruber, Szmigin, 2007). Therefore, relationship marketing is one viable strategy in

the context of higher education (Arnett et al., 2003), as service staff (lecturers, secretaries, administration offices personnel etc.) are to be responsive to the students' needs and expectations. Quality of higher education institutions' services becomes important as a trigger for customer satisfaction. But, every stakeholder in higher education has a particular view of quality, dependent on their specific needs (Voss, Gruber, Szmigin, 2007), consequently higher education institutions have to fulfil multiple needs. For instance, when we talk about quality of educational services titled to students,

OUT is providing education service to large geographical area and it needs to deliver its service in very effective and efficient way to its customers according to their requirements. Open University of Tanzania delivers academic services in different package through manual and electronically in a very technological way. OUT distributes its product to its market while considering customer need regardless time and place follows the OUT regulations. Product strategy OUT is using includes cd packages, study manual, online materials, public lectures and seminar/ discussions. Today's students have the ability to get relevant information through many sources, since the development of IT has been added as an alternative educational service method, in comparison to the previous restricted geographical location of the university (Ibid, 2008; Pratminingsih &Soedijati, 2011). IT based instruments such as Blackboard offer students' access to material and various ranges of inputs related to education. Opportunities to get hold of university related material has been developed through other IT sources as well. Web pages, e-mail, video and telephone based conferences are just a few examples that have been recognized.(Ivy, 2008) These innovative approaches and distance learning are tools that can be used to increase a HEI´s competitive advantage (Pratminingsih &Soedijati, 2011). Open University of Tanzania is also using ICT product strategy to deliver its service through OUT- E- learning, MTT courseware, OUT courseware supported by STHEP, AVU courseware (www.out.ac.tz, 2014)

Place

According to the article from marsdd.com distribution (or place) refers to an organization, or set of organizations, that is involved in the process of making a product or service available for use or consumption by a consumer or business user. It is one of the four main elements of the marketing mix. Place strategy is applied to identify where to bring and provide services at which specific area strategically. The organization must distribute the product to the user at the right place at the right time. Efficient and effective distribution is important if the organization is to meet its overall marketing objectives. If an organization underestimate demand and customers cannot purchase products because of it, profitability will be affected this is applied on any organization. Today's students have the ability to get relevant information through many sources, since the development of IT has been added as an alternative educational service method, in comparison to the previous restricted geographical location of the university (Kristian. 2013).

Today's students have the ability to get relevant information through many sources, since the development of IT has been added as an alternative educational service method, in comparison to the previous restricted geographical location of the university (Ibid, 2008; Pratminingsih & Soedijati, 2011). IT based instruments such as Blackboard offer students' access to material and various ranges of inputs related to education. Opportunities to get hold of university related material has been developed through other IT sources as well. This technological advancement helps to reach /distribute academic services to the different technological advanced areas.

OUT is a growing higher learning Institution which applies this strategy to identify where to provide the academic services, identifying market available as they requested.it placing its products and services following their customer (centers within/out the country) giving them what they want (program chosen) at a specific time (he /she is not necessary need to go to the class and meeting lectures) and in a specific place (where they are).*www.out.ac.tz*

Pricing

According to learnmarketing.com pricing is one of the most important elements of the marketing mix, as it is the only mix, which generates a turnover for the organization. The remaining 3p's are the variable cost for the organization. It costs to produce and design a product; it costs to distribute a product and costs to promote it. According to Kotler 1995, Price in higher learning institution can be seen as the amount of that consumer (students, parents or employees) must pay to be educated. The prices of Higher Education Institution are normally influenced by the subsidy from the government as well as donation and the cost of presenting the course, price of the competition and inflation. Price for students consist of a monetary cost as well as other cost like effort, material and time cost. Customers of the education services are not only interested in institutional list price (tuition fees) but how effective the price is by comparing price , the services provided and its value . (*kotter and fox 1995)*

Pricing should reflect the cost of producing the program and the mode of delivering to different target markets. Pricing strategy usually varies depending on the HLI targeted market, whether the university is public or private, whether the university is non-profit or for-profit, and whether the student is in-state resident or out-of-state resident. Thus, there is a wide variation in pricing. It is sometimes argued that the cost of online programs is not lower than traditional programs if the same quality of the traditional programs is to be met (Smith and Mitry2008) and these additional costs should be reflected in pricing. This equal-quality-conscious approach to online learning which has identical academic standards and a high level of interactivity requires a similar investment in faculty time and support in comparison to equal-sized on-ground classrooms.

In OUT pricing strategy used is paying for the education services by the number of the unit of the subjects in a certain course/ degree chosen in which a student decide to study. This is a simple and cheap way for the customer to do payments because it gives freedom to the student to do his or her studies as they want. All payments are done efficiently in electronic from.

According to the OUT website information OUT is applying this strategy very strategically since a student is paying the fee according to the course he/she is examined that is fee per unit. This strategy allows selling its service to the customer as they require at a time. (www.out.ac. 2014)

Some of the strategies which OUT is applying are Pricing should take into account the following factors into account, Fixed and variable costs, competition, company objectives, proposed positioning strategies and target group and willingness to pay. OUT combines those strategies and sometimes choose which strategy to use according to university position and which one is applicable in a competitive way to both an organization as well as customers

People

People are the most important element of any service. Services tend to be produced and consumed at the same moment, and aspects of the customer experience are altered to meet the individual needs of the person consuming it. Most of us can think of a situation where the personal service offered by individuals has made or tainted a tour, vacation or restaurant meal. Remember, people buy from people that they like, so the attitude, skills and appearance of all staff need to be first class. People have an important role in service delivery, they are relied upon to deliver and maintain transactional marketing and people play an important part in the customer relationship. (marketingteacher.com, 2014) people include HEI based staff members that interact with prospective students before, during and after the enrollment (Ivy, 2008; Pratminingsih & Soedijati, 2011). The staff therefore represents an important factor for students' satisfaction. People are related to *process* and *promotion*, thus becoming an important factor to consider. (Enache, 2011) Staff members are an important part of education, as high-contact service operation is based on personal contacts, communication and interactions between people (Nicholls et al, 1995). These interactions are based on personal contact with supportive, administrative and academic staff. Staff´s image could be linked to student's perception and potential enrollment. Hence, students may be influenced by the number of employed PhD´s or professors. (Ivy, 2008) Other people that could influence a student's enrollment are

public and well known profiles working at the university, such as experts that frequently appear in television or other media (Ibid, 2008; Enache, 2011). Administrative staff has an important role due to their service towards prospective students. Interactions between academic staff and students could therefore affect the reputation of the HEI. The perceived service, both at the front line (lecturers) and the back line (administrative), is of importance due to the students' valuation of the service quality. (Ivy, 2008) HEIs could obtain student and society satisfaction, an enriched image and improved educational service if they promoted and encouraged well known and respected professors. The right people at the right place are a key step in order to develop a fruitful education, which is linked to the staff´s ability to deliver in a correct manner

2.6 Research Gap

Marketing application in Academic institutions is still a challenge and the role of marketing in HLI is not well seen and applied due to the facts that it is not takes a serious issue because it is not easy to measure its impacts. It has been seen that within higher education (HE) marketing application is very lacking and inconsistent. This lack of knowledge and inconsistency towards how HEIs conduct marketing provides the need of both a deeper and a broader knowledge towards how different marketing approaches are used throughout the world.

(Hemsley .B.& Oplatka, 2006) In order to be successful and to attract students in the tough competitive environment, many universities incorporate different kinds of educational marketing into their strategies (James & Phillips, 1995; Oplatka, 2002), even though there is a consistent lack between educational marketing and business marketing theories. It has even been said that tough competition will increase performance of students and the quality of research and teaching will be streamlined for HEIs as an effect of educational marketing (Tooley, 2000). This growing competition and internationalization between HEIs has strengthened the need for marketing approaches that increases the probability of attracting foreign students (Binsardi & Ekwulugo, 2003).

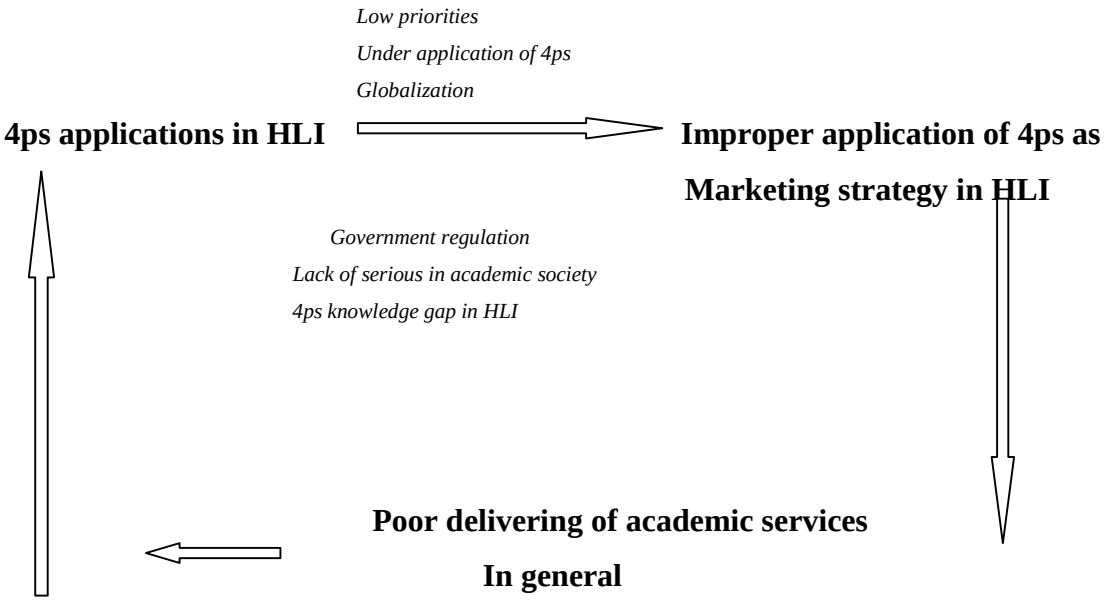
Marketing within higher education has embarked a wider global perspective. The increased competition within this developing industry, along with the expansion of institutions and its products and services has established driving forces for HE marketization worldwide. Previous research has indicated emerging marketing activities from HEIs across the world. Due to this situation HLI therefore it needs strategically marketing approach to increase its performance and academic growth globally and being able to internationally capture the competition.

2.7 Conceptual Framework

Is an analytical tool with several variations and context.it is used to make conceptual distinctions and organize ideas. Strong conceptual frameworks capture something real and do this in a way that it is easy and easy to apply.

In this research work the conceptual framework shows from the HLI society, how information (independent) is important and the way to reach the concerned society. It shows the problems HLI faces during marketing their programs (Independent) and challenges existing globally and how they affect the whole marketing process (dependent). it rather show the way forward on how to measure them and find the way to create successful environment for the HLI to apply 4ps in their daily academic services operations.

Figure 2.5: Below is the diagram to show conceptual framework of the role of 4ps in HLI



CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the research methodology that was employed in this study. It spells out the techniques and methods of sampling, data collection, processing and analysis methods and highly the limitation of the study. Thus it will include research design, area of the study, study population, sampling procedure, data collection and questionnaire

Research methodology is the systematic way applied to solve research problems (Kothari, 1990) it is research methodology is concerned with conceptual framework within which the research will be conducted. It will cover study design, area of the study, study population, data collection methods and procedures and data analysis methods.

3.2 Study Area

The research work has been conducted at The Open University of Tanzania (OUT) because it was among the Higher learning Institution in Tanzania and the best because it operates in ODL mode also. The study area simplified the whole process of data collection since there are many staff and students as well as number of operation activities taking place within the university compared to the centers and due to the time limit and funds available to conduct this research.

3.3 Population of the Study

As far as this study is concerned, all OUT more than 70 scattered regional centers which are qualified for the research and they are fully operates. During this research only OUT Headquarter has been selected because there are enough population samples which include management level, academicians, administrators and students. OUT Headquarter has been selected because it is a nearer place for data collection and analysis, it is the core center of the OUT operation and management issues,

undergraduate and postgraduate students, deans and directors will be given questionnaire.

3.4 Sampling Techniques

Sampling technique to be used will be simple random sampling and interviewing method will be used during data collection .This is because of the nature of the ODL mode is the nature of the case study in which student and staff are scattered and there are no residential classes. Questionnaires were distributed to students and staff around the university.

3.5 Sample Size

The sample size of the study used is 50 respondents for both staff in Marketing Department and students of the Headquarters who specialized in Business Administration. The researchers will ensure that the chosen sample size will be manageable number especially for the OUT as an ODL institution which students are scattered all over within and outside the country.

Table 3.1: Sample Size

Respondents	**Numbers**
Staff in Marketing Department	50
Student in Business Administration	50
Total	**100**

Source: By Researcher, 2014

3.6 Data Collection and Questionnaire

Data collection is a general term covering the collection of information such as face - to- face interviewing in-home, in the street, in a central venue, at place of work, group discussions, depth interviews, telephone interviewing from a telephone center; telephone interviewing from interviewers' home. Data collection methods to be used in this research work will be questionnaires for both staff and students.

3.6.1 Questionnaire

This research collected both primary and secondary information.100 questionnaires will be distributed for both staff and students of OUT headquarters. Secondary information have been collected from document review/written from different scholars who wrote about the research study manually and electronically (through reviewing other scholars' literature)

3.6.2 Document Review

This research has been supported with secondary information from different documents written by different scholars about the role of 4ps marketing strategy in higher Learning Institution in Tanzania as per literature review.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1 Introduction

This chapter presents and analyses the data collected and gathered from the sources which have been outlined in chapter three with a view to lay a basis for discussion based on data as guided by the set objectives and the theory adopted.

The analysis is concerned with the role of 4ps marketing strategies in higher learning institution in Tanzania specifically at the Open University of Tanzania because it is convenient for my study due to its affordability, geographically and academically coverage.

The presentation, analysis and discussion dealt with in line with the conceptual framework that presented on chapter two based on the research questions. The first section presents and analyses the 4ps marketing strategies and its application to higher learning institution, efficiency of marketing strategies on efficiency delivering of information to the academic customers within Tanzania.

The second section focuses on the conclusion and application policy which can be useful to OUT management as a case study area, readers, society and other researchers in emphasizing and strengthens fully application of 4ps marketing strategies in HLI and it can be useful to HLI in general.

The last section includes recommendation and new research area which can be done by the other researchers, recommendations should be done referring to the information collected and its outcomes based on the study conducted.

4.1.1 Field Administration

The study was conducted at The Open university headquarters and the questionnaire was circulated to the Open University of Tanzania staff and students where by a total number of 100 questionnaires was distributed to staff and students.

4.2 Analysis of Staff Education Level

Number of 50 staffs and students were required to respond to the questionnaire distributed to them and the information obtained will help to inform them the position of the Higher Learning Institution as an organization and academic tool and the application of marketing strategies specifically 4ps in its whole operations. According to their education levels the number of respondent who responded on given in the table below:

Table 4.1: Staff And Students Respondents' Number Of Education And Percentage Rate

Staff education level	Number of staff qualify	%	Student education level	Number of students qualify	%
PhD	3	6	PhD	-	-
Master's degree	5	10	Master's degree	12	24
Post graduates	3	6	Post graduates	5	10
First degree	10	20	First degree	3	6
others	3	6	others	-	-

Source: Findings, 2014

The level of education was arranged from PhD, Master's degree, Post graduate and First degree. Although the findings revealed that most of the respondents are of the first degree which is 40%, while students who responded in large number are of master's degree which is 24%. Although there are staffs who qualified in Master's degree 10%, Postgraduates 6% and others 6% also there are students who qualified in Postgraduates 10%, and first degree which is 6%. This shows that the respondents have reasonable knowledge to understand the scope of the study and responds in an efficient manner and respondents are practicing 4ps strategies in their daily activities in delivering academic services within and outside the university.

4.2 Analysis of the Effectiveness Application of 4ps in HLI

The question was to assess how effective the application of 4ps in HLI large number of staff and students respond shows that 4ps application in HLI in not effective due to the outcome services provided to both internal and external customers (academic and non-academic).

Table 4.2: Staff and Students Respondents the Effectiveness of the 4ps Marketing Strategies

Number of Staff respondents	%	Number of Student respondents	%
12	24	16	36

Source: Findings, 2014

Table 4.2 shows that the 24% of staff and 36% of the students replied that there is no effectiveness on the application of 4ps marketing strategies in HLI, the reality is, HLI is dynamic and very diversity to both students and teachers who rotate in different HLI /university and find out there is no fully marketing performance in the provision of the academic services like customer services, pricing, placing, designing of academic products and its delivering, customer retention and handling as well as the impact of having lower society know how especially in remoteness areas and this situation resulted to poor customer services, lower HLI competition, quality of the product obtained from HLI and lack of awareness and desire to increase HL education from the majority.

4.3 Analysis of the Impact of 4ps in HLI to Staff and Students

This analysis is done to assess the impact of application of marketing strategies especially 4ps in HLI. It will pile up the responds of both students and staff according to the academic services received and provided to the Higher Learning Institutions in Tanzania.

Table 4.3: Staff and Students Analysis in the Impact of 4ps Applications in HLI

Impacts	Staff respondents number	%	Students respondent number	%
Good customer care	10	20	11	22
Customer retaining	6	12	3	6
Education Loyalty	5	10	7	14
Brand Building	4	8	5	10
Creating of competitive advantage in academic wing	7	14	4	8
Increase student number of enrolment(staff and students)	11	22	8	16
Create awareness to the society	3	6	5	10

Source: Findings, 2014

The analysis shows the percentage and number of staff and students who describe the impact of 4ps marketing strategies in HLI. Large number of staff said it will increase number of enrolment in 22% whereby through pricing or placing strategies it is easier to know where and when do HLI needs students while pricing will attract more students to chose to join and increase their knowledge while students responded that it will increase customer care services (customer handling) in a academic wing which will increase mind settlement to both students and staff and enjoy being at the University which appreciate their presence and care for them in 22%. Also the table shows there is other impacts of application of 4ps like customer retaining in a way that having a good customer care, pricing, placing and good human resources will attract and keep the students (customers). Education Loyalty and brand building will be retained build a big image to the society, creating competitive advantage environment in academic wing internationally and creating awareness/ desire to increase knowledge to the society.

4.4 Analysis to Know if the Application of 4ps Marketing Strategies Can Create Educational Loyalty to the Society

This aims to know if marketing strategies will create educational trustworthiness to the society in order to enlighten them to look for higher education so that they can increase and build their general knowledge and mind. Large number of the respondent says yes it is possible to build educational constancy if the application of 4ps is done properly from the lower level.

Table 4.4: Application of 4ps in Creation of Educational Loyalty to the Society

Staff number of the respondent	%	Student number of respondent	%
23	46	20	40

Source: Findings, 2014

The table shows that 46% staff says proper application of marketing strategies in the society will create and increase the desire of the people to know more and seek for the educational tools so that they can increase their knowledge as well as building the society know how/why while students at 40% says that it helps a lot to disseminate information on

4.5 Analysis of the Impact of the Placing Strategy to Support Efficient Academic Delivering

Knowing that the placing strategy can help the distribution of academic product to its customer considering where they are, what they want, when they want and how, in which class level is the aim of doing analysis on the (placing) strategy. The respondents say YES to the question as it is explained in table 4.2.5.

Table 4.2.5 shows the impact of placing strategy support academic delivering

Number of respondents staff	%	Number of respondents students	%
21	42	23	46

Source: Findings, 2014

The findings shows that both staff and students agree that effective application of placing strategy can be a tool to select/segment what should be distributed where and this will increase the efficiency of providing academic services to the society by 42% and 46% respectively. Placing strategy also helps to select certain kind of customers and helps to know how and what to provide to them as well as delivering mode.

4.6 Analysis of the Pricing Strategy in Increasing Student's Enrollment

The respondents explain that due to the poor economy situation of the country which creates poverty to the majority in the society, students/parents prefer to apply for the more affordable Universities /which provides quality and competent education services. 48% of respondent staff and 44% of the respondent students say YES to the application of pricing strategy and it can play a great role to attract more people in the society to seek for the Higher Education knowledge as it is more affordable to them.

Table 4.6: How's Staff and Students Respondents on the Application of Pricing Strategy in HLI

Number of respondents staff	%	Number of respondents students	%
24	48	22	44

Source: Findings, 2014

Although some of the respondents mentioned that due to the selection done under TCU and other government regulations pricing it is still a challenge for both HLI and students to choose who and where to study as they required

4.7 Analysis of the Challenges Facing HLI During the Application of 4ps in Its Operation

The application price, placing, promotion and people as marketing strategies to the Higher Learning institution is still a challenge since it has no good foundation base for it to be effective and applied to the operate in the concerned environment. It is still a challenge because there is little literature supporting about it and in a real situation it is not so easy for the management to practically measure its impact by

easy look in a short period of time although in a long run monitoring the impacts are very immense and very successful to the growing organization like HLI

Table 4.7: Shows the Challenges Facing HLI During the 4ps Applications in Its Operations.

Challenges	**Staff respondents number**	**%**	**Students respondent number**	**%**
Priorities are more in specific academic issues	23	46	11	22
Understanding capacity on how 4ps can work in academic institutions	12	24	15	30
Under application of 4ps	24	48	17	34
Difficulty in measuring 4ps impacts to the HIL	21	42	23	46
Globalization	20	40	19	38
Lack of seriousness from top level about marketing field and its importance.	16	32	18	36
Government regulations	14	28	12	24

Source: Findings, 2014

From table 4.2.7 explains the challenges which at very large affects the fully application of 4ps in HLI. There are other challenges which a controllable like increasing priorities for marketing activities 46% by 22%, seriousness in implementing those marketing strategies for the short and long term results 48% by 34% while challenges like globalization(global or world changes or government regulation (like financial supports) are uncontrollable and at the same time they affect the performance and application of marketing field in HLI due to its perception as the percentage shown, although both respondents shows that the worrying impact is globalization in which it is rated 40% by 38% of staff and students respectively.

4.8 The Analysis of the Summary about Respondent's Opinions to HLI in the Application of 4ps Strategies

The summary shows the number and percentage of the respondents give out their opinions to HLI on the application of 4ps marketing strategies. The majority

suggested that more trainings to both internal and external customer is needed as well as the total knowledge about marketing strategies application should be provided to HLI societies in order to enlighten their mind to the effective application of the academic operations as it is rated 48% staff and 38% students.

Table 4.8: The Summary of the Opinions to HLI in Applying 4ps

Opinions of the respondents	**Staff respondents number**	**%**	**Students respondent number**	**%**
HLI should put into high consideration applying 4ps it its operations	22	44	21	42
More training about marketing is need in HLI	24	48	19	38
Increase seriousness and application of 4ps	21	42	17	34
Challenge globalization and government regulations though 4ps strategies	13	26	9	18
Enable the marketing field be active within an organization	19	38	15	30
HLI needs to learn from other successful organizations which apply 4ps strategies in its operations.	18	36	16	32

Source: Findings, 2014

Other respondents opinions includes HLI should put into high consideration applying 4ps it its operations that means it needs to put more effort and consider them as the tools to be used in the academic activities in 44% and 42% HLI should increase seriousness on how to perceive the role of 4ps in 42% and 34%, HLI should challenge of globalization (uncontrollable factors) and government regulations/ rules by trying to hit their objectives by applying 4ps to fulfill their requirements as the HLI in 26% and 18%, application of 4ps marketing strategy in HLI helps the marketing field within and outside the organization to become active in 38% and 30% staff and students respectively. Also HLI needs to learn from other successful organizations which apply 4ps strategies in its operations by 36% staff and 32% students.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter will explain the summary, conclusion and recommendations of the conducted study. It will summary the whole research work done to know if 4ps marketing strategies are effectively used or applied in the Higher Learning institutions during the academic service provisions as well as marketing and selling their product to the concerned customers.

5.2 Summary

Marketing approach in education level needs another look as it is seen more important in other organization rather than ina an academic side, HLI focused a lot on academic services forgetting that academic services is a product like any other product and it needs marketing strategies to build a strong image, its importance, how, when and what to use according to the customer requirements. It is not easy for any organization which is serious and it needs a positive and good impact in its operations to skip marketing strategies applications. The Open University of Tanzania as the case study for the study which titles the Role of 4ps marketing strategies in Higher Learning Institution shows that HLI are applying marketing strategies in different areas of its operations. In some of the HLI its shows that pricing, placing strategies is well applied which helps the customer to do their studies in a more simplified way. People strategy is applied to all HLI although the respondents said that there is the challenge of customer care. Placing is another strategy which is used by HLI, placing helps in marketing segmentation as it helps to know what kind of customer you want and where are they located, how to deal with them in terms of academic services as well as delivering mode. This strategy is well applied almost with all HLI so that to meet their customer needs/desire. Despite all the challenges faces HLI there is still a need for more effective application and implication of 4ps marketing strategy in HLI to achieve its academic goals.

5.3 Conclusion

The application of 4ps marketing strategies in higher learning institution is still a challenge and since there is no enough knowledge to the HLI society on how, when, where and what 4ps are needed to be effective and efficient applied then it is not easy for the management to put into consideration and measuring the implications of marketing strategies with the effects in the general operations (academic and non-academic activities) to fulfill the University goal.

Therefore it so important for HIL to fully apply marketing strategies in their operations and that will increase its performance in enrolment, create awareness, increase competition, lead to the provision of the quality education and applicable one.

In other words principles of marketing and marketing ideas can be applied to the higher education sector, in a different way compared to the business sector in types of products/services offered, targeted markets and in its uniqueness as HLI. At the same time there are not to be forgotten the lessons that higher education can learn from the business sector and it is up to the higher education sector to use the marketing concepts to the extent to which it makes sense and provides useful results. According to oplatka, 2006 it is considered that despite the existence of substantial literature on marketization of higher education and consumer behavior, the literature is incoherent and lacks theoretical models to reflect upon the particular context of higher education and the nature of its services (Hemsley–Brown & Oplatka, 2006). Research on many marketing activities, such as branding it is seen to be at a pioneer stage (Hemsley–Brown & Goonawardana, 2007).

The marketing field it is still to be developed and adapted for the higher education sector in a creative way that will be designed to suit Higher Learning institutions and more research should be done in marketing areas like branding, loyalty creation, service marketing and globalization and Marketing concept. All this gap of marketing should base in academic wing especially HLI so that it can create awareness and increase knowledge to both HLI and in a society level.

5.4 Recommendations

Since marketing of the academic information is still a challenge, HLI must be more creative in the whole application of 4ps. Due to the number of challenges which faces the HLI which are (global dynamic, internet/ online services, large number of HLI, increased qualified students to enroll, government regulations, increased the level of understanding society(society know how), budget, environment, HLI priorities in applying 4ps, difficulties in measuring the impact of marketing manually and competition of the product itself) HLI needs to have different strategically ways to make sure that their products are sold in a competitive manner.

From the findings, the respondents said that if the HLI will apply fully the 4ps marketing strategies in its total operation will create a better academic environment. The respondents recommended that HLI should put into high consideration applying 4ps it its operations as the results it will apply all 4ps marketing strategies. More training about marketing is needed in HLI so that stakeholders should be practically aware about how to apply them in their general activities. HLI should change its look on marketing in general and make more effort to increase its seriousness and the application of 4ps in the HLI / university levels. Also there is a need for the management to cope with the global challenges and government regulations on the use of 4ps strategies. From the management level marketing activities should be highly supported financially, promoted and activated within an organization so that to increase its performance and create good results.

Also there are other recommendations to HLI in marketing performance
The university's "brand" is based on quality, which often translates into faculty with vast teaching experience. However, especially in business-related disciplines, this must also translate into real-world experiences. Marketers must be able to accurately convey this balance

HLI needs to create its uniqueness although universities know they must find the unique attributes that make their institution distinctive, claims for universities within

the same category, such as faith-based liberal arts colleges, may sound very similar: “academic rigor, personal attention, and the teaching of values and ethics

HLI must Maintaining Quality Control and assurance service industries experience variability in quality control because the humans delivering the service can be inconsistent transaction to transaction and person to person. Quality at a university depends not only on behavior and competence of all faculty and staff it depends on the behavior of the students who become alumni – a key indicator of reputation

There is a need to allocate faculties and staff enough time to marketing on the previous problem by making the case that even if faculty are resistant the university will benefit from a culture shift toward involving everyone in marketing efforts to the extent that this expectation is made explicit in job descriptions.

Marketers in an academic setting face is the lack of stated plans, goals and objectives by either the institution as a whole or individual academic units upon which a marketing plan would logically be based. It is not that these plans don’t exist, but that a tradition of operating in silos keeps the information from being shared. In many cases, an academic division or department might have data that would be very helpful to the marketers, but simply doesn’t realize the potential benefits of sharing. Some of this likely stems from references earlier in this document to the misconception that marketing equals advertising so they might not understand that data on current students or trends in their field, for example, could be valuable

Reorienting the Reactive to the Proactive

“The orientation of most institutions of higher education is naturally reactive rather than proactive ‘In most colleges and universities, marketers are tasked with marketing the institution as it is. This is who we are and what we offer, administrators tell the marketers. Promote it.”

All of the above recommendation proves that although marketing strategies are applied to HLI but it still not very effective in its operations and it creates gaps to the

society and there is a need for the HLI to add more effort to promote and activate the use of 4ps every day as well as more research should be done in different areas like branding HLI, technology interventions with marketing concept in HLI, customer care service and its quality in HLI, international marketing challenges in HLI and academic product development, this will create awareness and open society minds on how marketing can be applied and become very useful in HLI and it will increase more useful information/ literature in the marketing field.

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APPENDICES

Appendix 1: Research Questionnaire for Staff

Higher learning institutions are facing lots of challenges in its service provision. Although marketing application is still poor applied to the HLI and for the University to deliver the best education it is the fact that marketing is highly needed so that to be able to know where and who are the customer, what are their needs, who to serve them and how, when to provide those services and at what cost.

The aim of this questionnaire is to find out the role of 4ps marketing strategies in higher learning institution. It will help to support and give challenges to HLI management on total application of marketing in order to enhance academic performance and success. You're kindly requested to answer all questions provided as complete as possible. No information will be used contrary to research ethics particularly confidentiality whatsoever.

Part one: General information

1. Name [option] _____
2. Organization/department/faculty [optional] _____
3. Position _____

Tick/recycle for the right answers

4. Gender:
   - (i) Male ( )
   - (ii) Female ( )

5. Educational Level:
   - (i) First Degree ( )
   - (ii) Post graduate ( )
   - (iii) Masters ( )
   - (iv) PhD ( )

Part B. Questionnaire

Tick/Circle for the right answer

6. How effective is the application of 4p marketing strategies in HLI?

   (i) Very effective ( )

   (ii) Effective ( )

   (iii) Not effective ( )

7. What are the impacts of applying 4ps in HLI?

   (i) _____

   (ii) _____

   (iii) _____

   (iv) _____

8. Do you think application of 4ps in HLI helps to build educational customer loyalty?

   (i) Yes ( )

   (ii) No ( )

9. Is placing strategy support the University to distribute its products in a more efficient manner?

   (i) Yes ( )

   (ii) No ( )

10. Does pricing strategy play a role of increasing enrollment in HLI?

    (i) Yes ( )

    (ii) No ( )

11. As student which challenges do you face during the application of 4ps in your studies?

    (i) _____

    (ii) _____

    (iii) _____

12. What are your opinions to HLI on the application of 4ps marketing strategy in its operations?

(i) _____

(ii) _____

(iii) _____

(iv) _____

Appendix 2: Research Questionnaire for Students

Higher learning institutions are facing lots of challenges in its service provision. Although marketing application is still poor applied to the HLI and for the University to deliver the best education it is the fact that marketing is highly needed so that to be able to know where and who are the customer, what are their needs, who to serve them and how, when to provide those services and at what cost.

The aim of this questionnaire is to find out the role of 4ps marketing strategies in higher learning institution. It will help to support and give challenges to HLI management on total application of marketing in order to enhance academic performance and success. You're kindly requested to answer all questions provided as complete as possible. No information will be used contrary to research ethics particularly confidentiality whatsoever.

Part one: General information

1. Name [option] _____
2. Organization/department/faculty [optional] _____
3. Position _____

Tick/recycle for the right answers

4. Gender:
   - (i) Male ( )
   - (ii) Female ( )

5. Educational Level:
   - (i) First Degree ( )
   - (ii) Post graduate ( )
   - (iii) Masters ( )
   - (iv) PhD ( )

Part B. Questionnaire

Tick/Circle for the right answer

6. How effective is the application of 4p marketing strategies in HLI?

   (i) Very effective ( )

   (ii) Effective ( )

   (iii) Not effective ( )

7. What are the impacts of applying 4ps in HLI to students?

   (i) _____

   (ii) _____

   (iii) _____

   (iv) _____

8. Do you think application of 4ps in HLI helps to build educational customer loyalty to the society?

   (i) Yes ( )

   (ii) No ( )

9. Is placing strategy support the University to distribute its products in a more efficient manner?

   (i) Yes ( )

   (ii) No ( )

10. Do you think pricing strategy play a role of increasing enrollment in HLI?

    (i) Yes ( )

    (ii) No ( )

11. Which challenges do HLI face during the application of 4ps in its general operation?

    (i) _____

    (ii) _____

    (iii) _____

12. What are your opinions to HLI on the application of 4ps marketing strategy to the society?

(i) _____

(ii) _____

(iii) _____

(iv) _____