

## MARKETING PROGRAM IMPLEMENTATION OF ABC UNIVERSITY AND SCHOOL PREFERENCES OF SELECTED STUDENTS: BASIS FOR ENHANCEMENT MARKETING PLAN

<sup>1</sup>Angeline L. Mascarinas & <sup>2</sup>Jhayvee Anillo & <sup>3</sup>Jervis D. Barrinuevo & <sup>4</sup>Ferdinand David and <sup>5</sup>Daniel B. Ogayon

<sup>1, 2,3,4,5</sup> Research Scholar, University of Perpetual Help System DALTA Calamba Campus, Philippines

Received: 17 May 2023

Accepted: 18 May 2023

Published: 31 May 2023

### ABSTRACT

Globalization has impacted higher education to the point where universities are now competing with their services on a global scale. Universities need to know who they are competing against, decide what they want to do, and be good at it so that they can keep doing it well for a long time. In addition, higher education institutions must understand how students choose colleges and universities to attract students. This paper fills the gap in determining the correlation between the school preferences of selected students and the marketing program implementation of a university. Moreover, this research aims to identify the school preferences of selected students in terms of faculty, library, learning environment, Student personnel preferences, and Social Orientation and Community Involvement. As well as the level of marketing program implementation of ABC University in terms of product, price, promotion, place, people, process, and physical evidence. And finally, propose an enhancement marketing plan in line with the result of the study. Using the self-made questionnaire, necessary data were gathered from the total of 138 selected students. Through the use of weighted mean and Pearson correlation, it is found that The marketing program of a university and student's school preferences has a positive relationship with one another. This indicates that as the university increases the level of its marketing program implementation, students' school preferences will be satisfied. Well-managed services, price, promotion, people, place, physical evidence, and process are fundamental to the success of a university in the pursuit of the satisfaction of its students. Students' satisfaction leads to numerous positive impacts on the university which includes, student retention, an increased number of enrollee due to positive feedback from the enrollee, and more opportunities for the growth and development of the institution. Moreover, based on the results in this research, students' school preferences can be satisfied with faculty, library, learning environment, student personnel preferences, and social orientation and community involvement.

**KEYWORDS:** Student's Preferences, Marketing, Marketing Implementation, University, Satisfaction, Factors, Level.