

Abstract

Chutinun Tutorial School is institutional school the kind of tutorial. In mathematics, science and English. Established for a period of 11 years. Course, focus groups. And teach person is known in the Thonburi. The progress of the institutions. The details or introduce course through their people to information. And on the website of the institution.

The entities involved are therefore has to do a study on. Marketing communication of chutinun tutorial school. In the job section the students are created full is. The information about courses. Enroll and press release stated. In addition, also studied. The customers from within the school. The handing out leaflets to school. The private schools and public schools. In the side of Thonburi. As well as to nearby areas. Document the relevant institutions and accounts. The top executives and employees from all sides allotted work to do. And explain training in enabling.

In the operation the above. As a result of activities in marketing communications of the monitoring of Chutinun Tutorial School.

Key words : integrated marketing / Chutinun Tutorial School