

# **Chapter 1**

## **Introduction**

In this chapter, an introduction of the thesis is provided. The background gives information of the area of research leading to the problem discussion where the researcher narrowed down the topics to the ones which were given primary focus. Finally, the overall purpose of the study or the research problems is presented, in other words the questions answered with this thesis.

### **1.1 Significance of the Study**

The research is under the title of “A Study of Integrated Marketing Communications of Siam University IMBA Department.” It is a part of Siam marketing strategic planning to meet the competitive advantages. An IMBA department is committed to excellence in academic outcomes among students. Students, herein, are well-prepared for work in the international business standardization. Particularly, they are learning to master the primary quantitative and qualitative researches which gather environmental scanning of external and internal factor analysis in a term of marketing management.

MBA International Program began in 1946 and the curriculum was revised in 2009 with the emphasis preparing executives for Asia in its new prominent international role. With the rapidly growth, the graduated students are increasing for every trimester in academic year. Siam University collects students from the global as England, Australian,

Nigerian, Chinese, Thai, Cambodian, Burmese, Vietnamese, Indians, Nepalese and Americans etc.

This research is so important for our team assignment, because it is learning skill attempting to seek for the fact of Siam University's opportunity and internal policy to reach a high standard competitive with other leading universities in Thailand. The overall analysis, evaluation and control of research topic will be taken place by the connection of primary and secondary data based on both independence and dependence variables.

So that this research will provide students more than enough information to identify opportunity, threat, strengths and weaknesses of IMBA department to make the right making-decision in their new enrollment. It also emphasizes the different attitude, behavior and satisfaction of students to Siam University service and outstanding of the graduates. In addition, we try to test feedback of Siam performing in terms of overall analysis of market positioning and marketing mix in both service and international market in service channel.

## **1.2 Objectives of the Study**

- To measure the different perceptions of student under the title of “integrated marketing communications of Siam University IMBA Department”.
- To measure the tendency of people on decision-making towards integrated marketing communications of Siam University IMBA program.
- To measure the effectiveness of Siam University IMBA Department implicating IMC.

- To measure how the used tools versus the preferred tools of IMC are described.

### **1.3 Conceptual Framework and Research Hypothesis**

Conceptualization means to illustrate or explain, either by using visual representations or words, the dimension of the study. The theories and research laid out in chapter 2 were narrowed down to a conceptualization leading to a conceptual framework. The research question was presented again in this study to make it easier to generate the conceptual framework. (Miles, Huberman, 1994)

## Conceptual Framework

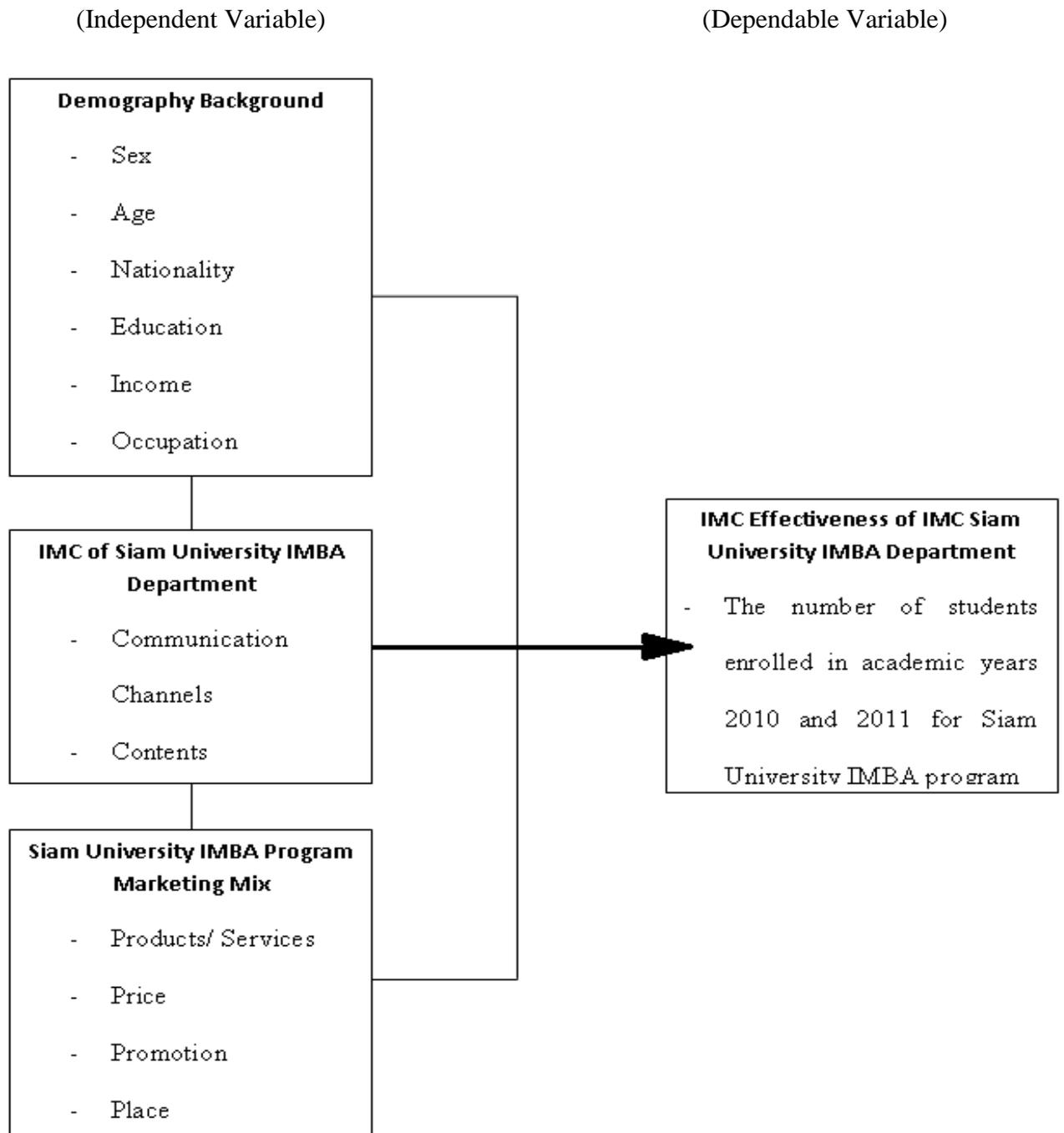


Figure 1.3: Conceptual framework

Source: author's own

## **1.4 Research Hypotheses**

- Students with different demographic background are increasing between academic year 2010 and 2011.
- Integrated marketing communications of Siam University IMBA department has increased the number of students between academic year 2010 and 2011.
- Siam University IMBA program's marketing mix has effect on the increasing number of students between academic year 2010 and 2011.

## **1.5 Scope of the study**

Scope of the Study includes:

- The separated sheets of designed questionnaire will be surveyed for 40 people who are the employees and both undergraduate and graduate students of Siam University. Most of them can communicate in English and try to avoid bias contribution.
- The designed questionnaire will be asked at Siam University and some workplaces where the graduates of Siam University working.
- The barrier of the theories and concepts that are applied to study focusing on:
  - The concepts of target market (Demographic Background, Students' Behavior, and IMBA Services).
  - The concepts of marketing mix, communications, globalization, facilities and feedback which applying students' satisfaction.
- The period time of research is starting from April 2012 until July 2012.

## **1.6 Limitations of the Study**

This research tells us about the limitations accounting during the survey period the team work, efforts, members and time period as well.

## **1.7 Benefits of the Study**

- The study of this topic is to enable us to know the importance of IMBA program of Siam University.
- The study helps us to know the active mind of Siam IMBA staffs and teachers' reaction.
- The study also contributes the IMBA department to evaluate and examine their external and internal factors
- This study provides Siam University the right information to set up the right strategy to improve their critical area to meet competitive advantages.
- Analysis of overall theories and concepts of IMC towards the IMBA service creates the capacity of a team research into the face of marketing phenomena for further study.
- To gain a deeper understanding of how IMC is used in Siam University IMBA Department.

## **1.8 Operation Definitions**

Integrated marketing communications (IMC) is referred to student centric, data driven method of communicating with the students. IMC is the coordination and integration of all marketing communication tools, avenues, functions and sources within

Siam University IMBA Department into a seamless program that maximizes the impact on students and other end users at a minimal cost. This management concept is designed to make all aspects of marketing communication such as advertising, sales promotion, public relations, and direct marketing work together as a unified force, rather than permitting each to work in isolation.

**Sex** is referred to two different gender of the subject involving male and female.

**Age** is referred to how old a respondent is. We classify the age into groups like under 22 years, 23-35 years, 26-30 years, 31-35 years, 36-40 years, over 40 years

**Nationality** is referred to the countries from which the respondents are from including Thais, Cambodian, Vietnamese, Indian, Chinese, Burmese, Laos, Bangladesh, others.

**Education** is referred to the previous higher educational level acquired covered Bachelor degree and Master degree.

**Income** is referred to the amount of money earned through working by identified into several group: no income, below 10,000 Baht, 11,000-20,000 Baht, 21,000-30,000 Baht, and more than 30,000 Baht.

**Status** is referred to working position of the respondents like student, working staff and others.

**Occupation** is referred to job levels of the respondents involving executive, managerial, business owner, operational, sales, financial, secretarial, unemployment and others.

**Channel** is referred to the ways that the university communicates to the outsiders. Different channels target different groups of people. Many channels will help to overcome limited access to the information provided. For example, internet, newspapers, education fair, brochures and others.

**Content** is referred to the interesting information Siam University willing to give to client (students) such as interesting, uninteresting and need to improve.

**Feedback** is referred to the reflection of the people towards Siam University after going through the content from various channels involving two items: positive and negative.

**Marketing mix** is referred to 4Ps of Siam University undertaken by IMBA Department and referred to the students' satisfaction towards Siam University IMBA program. 4Ps consist of product (or service), place, price, promotion.

**Product (or Service)** is referred to Siam University IMBA Department which contents service, faculties, facilities, majors, core courses.

**Place** is referred to the location of Siam University. It is considered as the convenience to go and back from residence to University.

**Price** is referred to tuition fee of the whole program. It may be link to students' perception towards Siam University's value proposition.

**Promotion** is referred to the special strategy Siam University IMBA department which supports to students regarding to IMC and scholarship.

**Effectiveness** is referred to students' decision-making which can explain that it was identified by the amount of new enrollment students towards Siam University IMBA Department, academic year 2010-2011.

## **1.9 Demarcations**

This study has chosen to look at IMC in universities for a number of reasons. Past research in the field of IMC has primarily focused on large businesses or companies. Researchers haven't done any research in IMC of universities. So another view on this subject and more research in universities should be conducted. It is also easier and less

time-consuming to get a good view over the whole marketing process in a university where I studied. The managements of universities tend to handle all marketing by themselves without involving specialist outside marketing firms. This often leads to the managements of universities using the same marketing communications year after year because it has worked in the past. The size of the universities also affects the implementation; bigger universities or education organizations have more employees, departments and functions that make coordination more difficult.