Chapter 5
Conclusion and Recommendation

5.1 Conclusion

By the collected data, we profound that only 70% of the sample group has heard about advertisements of Siam University IMBA programs, and we also found that the most effective channel to communicate to the new students' enrollment is through friends (by word of mouth) who is 50%. On the other hand, internet and advertising were effect second and third choices for students in general. The marketing tools have influenced 80% of the students in making decision to enroll into Siam University IMBA program. In addition, at least 90% of the students from the sample group are satisfied with the Siam University IMBA department's marketing mix. Also, using SPSS program to conclude the findings we found that contents in the advertisements and scholarship offering of the Siam University IMBA program played an important role for the increasing number of students between the academic year 2010 and 2011.

Table 5.1 the Amount of New Enrollment Students of Siam University IMBA

Department, Academic Year 2010-2011

2010	2011	Change
29 (People)	54 (People)	25 (People)

* Source: IMBA Office, 2012.

The table 44.1 shows the total of the new students increasing between academic year 2010 and 2011 is 25 people. It means that marketing tools of Siam University which

undertaken by IMBA Department are effectively and efficiently for this current and future marketing plan. On the other hand, the university could attract the global students by the item of IMC within the clear objectives, target, major and initiative of the student's perspectives.

5.1.1. Implication for Management

The purpose of this thesis was "to gain a deeper understanding of how IMC is used in universities" and this section contains a number of suggestions for universities using IMC or universities that simply want to use a customer-based approach. The implications are derived from the empirical data, analysis, and the discussion previously done in this chapter.

Universities have to thoroughly consider which objectives to set and really make sure that they match the university, their offerings, and their overall strategy. The different objectives are connected to each other but also to a number of customer (students) benefits. A good mix contains objectives that fit the university but also generates appropriate benefits for the customers. University objectives that are connected to many students' benefits and facilities are to increase number of students, to create a competitive advantage, and to improve promotional efficiency. If these objectives fit the universities it will provide their customers with many benefits which can lead to long and successful relationships.

When designing a message, universities must consider both the message structure and the message execution. The most important parts when designing the message structure are the order of presentation, conclusion drawings, and verbal versus visual

messages. Universities have to put in a lot of effort when considering these three parts and make sure they structure the messages the way their customer wants. The message execution can be done in many different ways and people have different tastes in what they like and dislike. Message executions that are positive for both university and customer are the straight sell or factual message, demonstrations, personality symbols, dramatizations, humor, and combinations. But as with the objectives, the structure and execution of the messages must fit the university and the overall strategy.

For the message to reach the customers (students), the universities have to choose the appropriate tools. The appropriate tools reach the right customers, but different customers appreciate different tools. Universities must get a clear picture of which their customer are and then choose the best suited tools to be able to reach them. The most popular tools, and the tools both university and customer are positive about, are advertising and public relations. Internet is a new tool that sees greater use everyday, and is a fundamental part of IMC. It is a tool or medium that is appreciated by universities and customer and can generate many benefits for both; therefore it is a very effective marketing tool.

5.1.2. Implication for Theory

This thesis has looked on IMC from both the universities and customers (students) point of view to get a deeper knowledge how IMC can be used in universities. The three research questions stated in this thesis was connected to Siam University's objectives/customer(students) benefits, messages of IMC, and the tools of IMC. This thesis both supports existing theories, found connections between theories, and disagrees with theories. In research question one the empirical data supported both theories and

found connection between them, connections between university objectives and customer benefits. Research question two, regarding the messages of IMC, showed some support for the theories; mostly on the message structure. Research questions three, focusing on the tools of IMC, and showed massive support for the theory regarding Internet objectives. The university and customers also supported the classic tools to a certain degree. In conclusion, this thesis both strengthens the theories and showed new findings. With the comparisons between the theories and the empirical data followed by the discussion this thesis has reached its purpose.

5.2 Recommendation

This study has focused on IMC, a relatively new concept that has not seen to much research. Earlier research has often been from either the university or the customer point of view, but this thesis has looked at them both combined

My recommendation for Siam University IMBA Department is focus on three main aspects:

> ➢ The first aspect is the content about Siam University IMBA program in the media, as we can see that content has influenced the increasing number of the students. IMBA Department should improve the content to attract more graduated school students.

> ➢ Secondly is the channel to use from effective communication. From the descriptive statistic, we found that 50% of the sample group came to know

about Siam University IMBA program by friends. Therefore, Siam University IMBA program should reach the student's satisfaction with its marketing mix in order for them to collect more students year by year.

> Lastly, Siam University IMBA program should maintain scholarship program for the outstanding student because it is promotion strategy increasing number of students between academic year 2010 and 2011.

In addition, I think that there is no any research outcome is perfect, during the work on this study different topics and issues appeared that this study does not cover but could be interesting for future research, so we recommend to the next group who is interested in writing the same topic, please concern about

However, Siam University could develop their marketing tools for AEC 2015, and lead the University to be the best value proposition among the private universities in Thailand.

- Investigate how universities and schools that do not use IMC can implement it
- Do more research on different customer segments and their connections to IMC
- Focus more on the use of Internet as it is a most important tool of IMC
- Explore the disadvantages with the use of IMC, for both university and customers.