



**ANALYSIS ON MARKETING STRATEGIES OF  
EXTRACURRICULAR TUTORING INSTITUTIONS OF ELEMENTARY  
AND MIDDLE SCHOOL MUSIC**

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## Abstract

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Under the environment of the nine-year compulsory education universal, every school-age children must enter the school, is affected by the current education system, learning achievement is closely related to the future of the students, examination determines the success or failure of students' self development. In primary and secondary school music course, content of course is more scientific and appropriate, rigorous, and has stood the test practice for many years, has a certain comprehensive and systemic, but a lot of parents in order to improve the student's academic record, course education in schools is not enough, in succession for improving students' extracurricular remedial class, causing all kinds of middle and primary school music tutoring agencies have sprung up. Some relevant government departments are introduced during the policy, but to attend after-school tutoring students is increasing trend, promotes the sound of primary and secondary schools.

This research mainly for primary and secondary school music extracurricular counseling organization marketing strategy analysis, first outlined the research background, purpose, significance, method, content and the research both at home and abroad, has been clear about the research topic of this article. Secondly expounds the theoretical basis of this article, including 4 p and 4 c theory, and the

## 摘 要

题目： 中小学音乐课外辅导机构的营销策略分析

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在九年制义务教育普及的环境下，每个学龄儿童都必须进入学校学习，受当前教育体制的影响，学习成绩与学生的前途息息相关，考试决定着学生自我发展的成败。在中小学音乐课程中，学校所设置的课程内容虽较为科学、适宜、严谨，而且经受了多年的实践考验，具有一定的全面性和系统性，但是很多家长为提高学生的学习成绩，认为学校课程教育还不足够，纷纷替学生报课外辅导班，致使各类中小学音乐辅导机构不断涌现。

有关政府部门虽出台了一些减负政策，但参加课外辅导的学生却呈递增趋势，促进了中小学音乐课外辅导机构的发展。但随着中小学音乐课外辅导机构的增多，市场竞争也越来越激烈，如何更好进行营销成为各类中小学音乐辅导机构面临的重要问题。

本研究主要对中小学音乐课外辅导机构的营销策略进行分析，首先概述了课题研究的背景、目的、意义、方法、内容及国内外研究综述，明确了本文的研究主题。其次阐述了本文的理论基础，包括 4P 理论、4C 理论、4S 理论等。之后概述了中小学音乐课外辅导机构的营销原则及当前营销策略的情况，对当前中小学音乐课外辅导市场的现状及发展情况进行了分析。然后阐述了当前中小学音乐课外辅导机构营销中存在的问题，最后以存在的问题为依据提出了相应的解决对策。



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# CHAPTER 1

## INTRODUCTION

### 1.1 Research Background

Along with the deepened reform and opening up policy in the social development history, There has emerged the reform trend in all industries, including music education industry. Certain progress in non-state education has been already made under the background of education system reform. According to the regulations of “Non-state Education Promotion Law of the People's Republic of China”, non-state education, belonging to the significant part of socialist education cause, is a kind of public welfare education. It is necessary to vigorously develop, encourage and give correct guidance in non-state education. Meanwhile, it should be managed according to law. Consequently, under the favorable support of various policies, there have been fabulous development opportunities for non-sate education.

Along with the in-depth implementation of reform in education, though the progress in music education cause has been facilitated and more educational resources have been provided for all students. However, there are lots of prominent problems, like wasting of educational resources, irrational allocation of educational resources and low work efficiency of education departments. To be mention able, there still exists certain unfairness in current education system. In this case, school’s superior music educational resources only could be enjoyed by some excellent students. However, along with market economic growth and improvement of living standard, all families obtain the school’s musical educational resources that cannot be available through economic measures. As a result, there are various extracurricular music tutoring institutions, which thus have promoted the development of non-state education.



The current educational environment is in a gradually changing state. The marketization tendency of education is highlighted gradually, preparing conditions for further expansion of education market. Many education companies have been listed one after another. To be mention able, some education and training institutions have also obtained a lot of funds through market means. However, along with the gradual increase in the number of extracurricular tutoring institutions of middle and elementary school music, market competition has been more and more fierce. Meanwhile, various tutoring institutions have also adjusted marketing strategies gradually to be adapted to the development trend of the extracurricular tutoring market. To avoid disordered competition, relevant governmental departments have issued various policies to attain the purpose of restraining and administering the extracurricular tutoring market of middle and elementary school music. In “Regulations on the Implementation of the Promotion Law of Private Education”, it is stipulated that government department will reward and commend social organizations and individuals that have made great contributions to the development of private education cause as they build various private schools at all levels. It thus could be seen that it is inevitable to join in training and education market. Various extracurricular tutoring institutions should be based on industrialization and market characteristics of training and education market to adjust their marketing strategies..

In “Promotion Law of Private Education”, the interests of teachers, investors and students in private schools are definitely regulated. Private-owned schools enjoy legal person property rights of various assets invested in private schools. Meanwhile the investors can obtain certain returns. In this way, the profitability of private education and private legitimacy of assets invested in education and training can be better guaranteed. Based on the characteristics of education industry, it is necessary for the extracurricular tutoring institutions of middle and elementary school music to take a long time to make profit. The investment at the earlier stage is very large and the earning cycle is long. Besides, it is necessary to make sure there should be a stable

teacher team. Many extracurricular tutoring institutions of middle and elementary secondary schools music are confronted many problems about marketing strategies, so that their earning is influenced. Therefore, it is an imperative for extracurricular tutoring institutions of middle and elementary secondary schools music to optimize and adjust their marketing strategies.

## **1.2 Research Purpose and Significance**

### **1.2.1 Research Purpose**

Along with the deepened of education cause, private education has been developed prosperously. Meanwhile, there have been various extracurricular tutoring institutions of middle and elementary school music. Under the fierce market competition environment, various problems emerge in marketing strategies of extracurricular tutoring institutions of middle and elementary school music, so that the stable operation of the tutoring institutions is directly influence. In this case, it is crucial to optimize the marketing strategies of extracurricular tutoring institutions of middle and elementary school music. In this paper, through analysis on problems emerging in marketing strategies of extracurricular tutoring institutions of middle and elementary school music, the target-based solutions are proposed to maintain the stable operation of these institutions.

### **1.2.2 Research Significance**

Theoretical significance: There is huge development prospect of education and training industry under current education system. However, scholars haven't carried out enormous researches on marketing of extracurricular tutoring institutions of middle and elementary school music up to now. There is lack of certain in-depth even if certain research result has been made. Therefore, it is hard to provide basis for optimizing marketing strategies of extracurricular tutoring institutions of middle and elementary school music. By beginning with the actual development situation of extracurricular tutoring market of middle and elementary school music, the problems

existing during marketing of extracurricular tutoring institutions of middle and elementary school music are found out and target-based solutions are proposed in this paper. Besides, related theoretical results have also been enriched, thus possessing certain theoretical value.

**Practice significance:** The stable operation of extracurricular tutoring institutions of middle and elementary school music can facilitate the development of private education, provide more educational resources for students and bring great help to the personal development of students. Therefore, it is significant to push forward the development of extracurricular tutoring institutions of middle and elementary school music. According to the inadequacy in marketing strategies of extracurricular tutoring institutions of middle and elementary school music, suggestions including extracurricular tutoring institutions of middle and elementary school music to adjust marketing strategies.

### **1.3 Overview of Researches at Home and Abroad**

#### **1.3.1 Overview of Researches at Home**

There are few researches on the marketing strategies of extracurricular tutoring institutions of middle and elementary school music carried out at home and abroad. In addition, most scholars are based on the research direction of education and training. However, they also have made certain research achievements.

The scholar mentioned that there emerged various education and training institutions due to the low threshold of education and training industry, thus promoting the development of China's education and training industry (Zhang, 2013). Nowadays, the education and training industry rises along with the arrival of internet. As a result, the advantages of internet marketing are gradually highlighted and widely popularized. However, many training institutions publicize their brands in traditional ways, so it is hard for them to set their brand and marketing effect is no ideal. There still exist many problems about internet marketing of education and training industry,

including incomplete coverage of market segmentation, low quality of marketing staffs and lack of marketing theory guidance. Therefore, all training institutions should make rational use of internet marketing tools, build websites and optimize their own marketing products properly through internet marketing measures to better maintain their stable operation.

The scholar mentioned that the subject of marketing is person, and only by ensuring one's professional ability and quality, can the effectiveness of marketing be ensured. Therefore, training institutions improve the quality and thoughts of marketing staffs during adjusting marketing strategies (Peng, 2016). Along with the diversified development of educational patterns, there have been big changes in customer demand. Therefore, training institutions should lay emphasis on knowing about the customer demand and adjust their marketing strategies accordingly and improve their relationship with customers. Many education and training institutions mostly perform marketing by relying on their own experience and traditional marketing methods. In this way, it will be difficult to ensure the marketing effect. Therefore, all marketing institutions should focus on marketing practice based on actual market situation to better promote the optimization of marketing strategies of education and training institutions.

Xu peng mentioned that with the deepening of the education system reform in our country, development of private education and education & training industry have been realized along with the deepened reform in Chinese education system (Xu, 2016). The marketing mode of many training institutions are inclined to the traditional mode though the market of education and training industry is gradually enlarged. Therefore, it is hard to be adapted to the demands of social development. Under the information era, network marketing gradually turns out into the an important marketing method for education & training industry, playing a key role in stable operation of all education & training institutions. Due to the problems about network marketing of many education & training institutions, including inadequate

propaganda, low service level and delay in website updating, education & training institutions can realize optimization of marketing strategies by beginning with innovative network marketing such as network search engine and smart phones.

The scholar mentioned that there are many problems about marketing strategies of education & training institutions, like inadequate propaganda and backward marketing methods, many people cannot attend the class without careful considerations (Liu, 2014). However, the advantage of micro-marketing gradually are highlighted along with the development of information network. Through such marketing approach, a lot of product service advertisement could be displayed on mobile terminal display, involving Weibo and WeChat marketing. Though such marketing cost is low, the propaganda effect could be realized. Therefore, under the new era environment, all education and training institutions should change their concepts and take the initiative to apply various micro-marketing measures to make innovations in their own marketing modes gradually. In this way, their stable operation could be ensured.

The scholar mentioned that the education and training industry belongs to the rising industry, which has absorbed lots of capital and been developed at accelerated speed. However, along with the intensified market competition, higher requirements have been proposed for the marketing capabilities of various education and training institutions (Zou, 2013). If the education and training institutions continue to use the traditional marketing methods, it will be hard for them to be adapted to the market situation. In the era of internet, all education and training institutions have had great opportunities for development. Only by following the trend of development of the times, firmly utilizing internet platform and keeping foothold on online marketing can the optimization of marketing strategies be better realized and the development of education and training institutions be facilitated.

Liu Yiyi mentioned that the education and training industry not only has development opportunities but also face more challenges along with the deepened

reform in education (Liu, 2014). Nowadays, people have greater demand for education and training. Driven by high profit of the industry, various education and training institutions are built one after another, thus promoting the rapid development of the education and training market. However, due to chaotic current education and training market, lack of market supervision and administration, different levels of teachers in various educational and training institutions, it is not favorable for the development of education and training institutions. Therefore, all education and training institutions can adopt many marketing modes including intensive marketing strategies and differentiated marketing strategies to better satisfy people's demands and ensure the effect of strategic marketing.

### **1.3.2 Overview of Researches Abroad**

Researches on marketing strategies of extracurricular tutoring institutions of middle and elementary school music were carried out in the earlier stage. Most scholars suppose that extracurricular tutoring is for improve students' academic performance and also proposes certain economic requirements for the students' family.

Alesbury,R.J.,Bailey,S.R mentioned that education and training institution belongs to a service-oriented institution (Alesbury & Bailey, 2014). Its product quality is mainly judged according to the subjective will of consumers. Due to the difference in preferences for education and training among students, good word-of-mouth effect is an important prerequisite for attracting students to attend classes. Along with increasing market demands and support of government policies, the education and training industry has been developed vigorously. Meanwhile, there is heavy pressure over market competition. Many education and training institutions haven't set good marketing awareness without definite service product positioning and target market, the overall marketing effect is not desirable. Therefore, education and training institutions should improve their marketing system gradually, give full consideration into the customer demands and adopt marketing measures such as



centralized and differentiated marketing approaches to enhance their market competitiveness.

Strasser, T mentioned that current education and training market competition becomes more and more intense (Strasser, 2014). Many education and training institutions don't have awareness of serving students and their training level is low and there is lack of teacher. Thus, it is difficult for them to meet students' learning requirements. Under the environment of the new era, education and training institutions should adopt multiple training methods and the training content should be practical. Besides, the marketing staffs should have certain brand marketing awareness. In this way, stable operation of education and training institutions can be better maintained.

Chen, C.Y. mentioned that along with the increasing number of extracurricular tutoring institutions, there have been various propaganda advertisements, but for most of them there is lack of highlights and there is a problem about information asymmetry (Chen, 2014). Extracurricular tutoring institutions have many service products. However, there is lack of uniqueness, so it is hard to realize certain marketing role. Therefore, extracurricular tutoring institutions should determine target market and consumer group, strengthen the association with the consumers and adopt information-based training method to better optimize their marketing strategies.

Sandrine Gombert-Courvoisier, mentioned that many extracurricular tutoring institutions still adopt traditional marketing methods, including SMS invitation and handing out leaflets, etc. Although the cost of such marketing method is very low, its labor cost is high and efficiency is low (Sandrine, 2014). Along with the development of the internet, various network interactive platforms have emerged one after another. As a result, lots of opportunities are brought for optimizing the marketing strategies of extracurricular tutoring institutions. Therefore, all extracurricular tutoring institutions can vigorously develop online marketing through application of platforms such as Weibo and WeChat to facilitate their development.

Fang, T.Y, mentioned that along with the development of the extracurricular tutoring market and increasingly intense market competition, there have emerged deceits in training service. Thus, consumers' rights and benefits are destroyed (Fang, 2014). Therefore, it is the major challenge for the extracurricular tutoring institutions to set brand image under chaotic market environment. Meanwhile, all extracurricular tutoring institutions should perform differentiated positioning of their service products, strengthen word-of-mouth effect and set their brand images to attract more consumers and maintain stable operation.

Anderson, H. A. mentioned that in terms of marketing, many extracurricular tutoring institutions don't feature branding and intensification (Anderson, 2014). However, due to lack of teacher power, there are different levels of teaching materials and it is not easy to satisfy students' learning requirements earnestly. Due to low threshold of education and training industry and imperfect marketing supervision system, there are various education & training institutions. Thus, certain difficulty is brought to the consumers to make choice. In this case, education & training institutions should implement market survey, make innovation in their service products, know about consumer's diversified demands and adjust marketing strategies according to the form of market development to improve market competitiveness.

It could be reckoned from the above research that extracurricular tutoring institutions of middle and elementary school music not only face many challenges in optimizing marketing strategies but also have certain fabulous development opportunities. It is the major issue for the education & training institutions to grasp the development opportunities and cope with various difficulties efficiently.

#### **1.4 Research Methods**

Literature research: Select search related literature of the subject from the academic websites, useful information and integrate it to provide basis for the outline of the paper.

Field investigation: Through field investigation into the marketing status of all extracurricular tutoring institutions of middle and elementary school music and find out the problems about marketing strategies of all training institutions so as to propose suggestions over optimizing marketing strategies with target.

Case study method: Through case analysis of marketing principles of extracurricular tutoring institutions of middle and elementary school music under current environment, optimize the direction of marketing strategies to provide reference for extracurricular tutoring institutions of middle and elementary school music to adjust marketing strategies.

### **1.5 Research Content**

The research content of the paper is mainly divided into following parts:

Part 1 deals with introduction, mainly introduces the background, purpose, significance, methods, content and research reviews at home and abroad and also defines the research theme of the topic.

Part 2 deals with the theoretical basis, introducing the theoretical support of the subject research, including 4P theory, 4S theory, 4C theory and 4V theory, ect.

Part 3 deals with the marketing principles of extracurricular tutoring institutions of middle and elementary school music and specific condition of their current marketing strategies, in which marketing principles include whole-situation marketing principle, multi-path marketing principle and whole-staff marketing principle. analyzes the status and development situation of extracurricular tutoring market of middle and elementary school music so that the deficient preparation conditions of marketing strategies of extracurricular tutoring institutions of middle and elementary school music could be found out.

Part 4 analyzes the problems about marketing strategies of extracurricular tutoring institutions of middle and elementary school music, including heavy market competition pressure, rising operation cost and backward marketing philosophy, etc.

proposes the countermeasures for optimizing marketing strategies of extracurricular tutoring institutions of middle and elementary school music, including strengthening propaganda, developing online marketing, improving relationship with the service objects, etc

Part 5 deals with the conclusions and expectations and concludes the contents such as marketing problems and optimizing measures of extracurricular tutoring institutions of middle and elementary school music.



## **CHAPTER 2**

### **THEORETICAL BASIS**

#### **2.1 SWOT Analysis Theory**

SWOT analysis, belonging to a situation analysis method, is commonly used for the formulating enterprise development strategy, etc. It mainly involves four aspects such as strengths, weaknesses, opportunities and threats. It thus can be found that it mainly summarizes and integrates conditions in every aspect of the enterprise, and then it helps the enterprise centralizes various resources on the strengths and optimize the development strategies (Chen 2014). The strengths and weaknesses in SWOT analysis is mainly based on the enterprise's competitors while opportunity and threat analysis aims to the enterprise's external environment.

In opportunity and threat analysis, it mainly involves environmental analysis. Environmental analysis includes environmental threat and environmental opportunities. Environmental threat indicates the adverse conditions in the environment will affect the strategic development of the enterprise and reduces the its market competitiveness; environmental opportunity indicates the favorable conditions in the environment could satisfy the demands of the enterprise's strategic development and then enhance the enterprise's market competitiveness of enterprises. In the analysis of strengths and weaknesses, all enterprises should confirm their strengths and weaknesses through the management of business concept checklist to check their marketing and financial capabilities. There are many factors influencing the duration of enterprise's competitive advantage, mainly including the time to establish advantages, the size of advantages and the time to react to competitors. After analyzing these factors, the enterprise can better define the duration of their competitive advantage.

## **2.2 4P Theory**

4P theory mainly includes the product, price, location and promotion (Zhang, 2016). Product portfolio mainly involves product service and brand, etc.. It indicates the service set provided to the consumes by the enterprise. The pricing mix, including basic and discounted price, etc., indicates the economic returns obtained by enterprises for providing services to consumers. The location combination, including marketing channels, etc., indicates the enterprise puts the products to the target market through various activities. Promotional portfolio indicates transmission activities organized by the enterprise to communicate with the target market through staff marketing and advertising, etc. During the actual process of marketing, product, price, location and promotion, belonging to the controllable elements, can help enterprises better adjust marketing strategy (Zhang, 2016).

## **2.3 4C Theory**

The content of 4C theory mainly includes consumer, cost, convenience and communication. It mainly lays the focus on the consumer demand. Consumer element mainly indicates the consumer demand (Shen & Wang, 2016). The enterprise shall adjust marketing marketing strategies of the product according to the consumer demand to provide necessary products for the consumers when performing marketing. The cost element indicates the cost price that consumers are willing to pay to meet consumer demand. Besides the production cost of the enterprise, it also involves the consumer's consumption cost. The convenience factor indicates the convenience of consumption and focuses on providing certain convenience for the consumers during implementing marketing. Then, it is necessary for the enterprise to know about consumers' preferences, pay attentions to the consumers' feedback and make pre-sales service to let consumers obtain maximum convenience. The elements of communication element indicates communication with consumers. When the products are not accepted by consumers, the enterprise should strengthen communication with



the consumers and mutual understanding to enhance the consumer's loyalty (Han & Yu, 2016).

## **2.4 4S Theory**

The content of 4S theory mainly includes satisfaction, service, hospitality, speed and sincerity. Based on the consumer demand, it emphasizes the marketing model of "consumer possession". Then, the enterprises should investigate the consumer's satisfaction from many aspects regularly to gradually improve the service quality and increase consumer satisfaction. Satisfaction element indicates that the enterprise should always think about questions from the perspective of the consumers and pay attention to the consumer satisfaction and put the consumers' interests first. Service smile service hospitality indicates always welcoming the consumers with smile and keeping a friendly attitude to provide quality services for the consumers and build good service environment, so that customer satisfaction can be realized (Zhang, 2017). Speed indicates accepting consumers rapidly. The sincerity element indicates serving the consumers with smile and quickly (Wang, 2016).

## **2.5 4R Theory**

The content of 4R theory mainly includes the association, the reaction, the relation and return. It emphasizes that the enterprise should establish the good proactive relation with consumers. Association indicates the close association with consumers (Qin, 2015). The enterprise should pay attention to the consumer demand, and establish long-term association with the customers to enhance consumer loyalty. Response indicates the response to the market. The enterprises should shift their marketing focus from formulating marketing plans to listening to consumer demand so that the enterprise can adjust marketing programs. Relationship indicates the interaction between enterprise and consumer. The enterprise should establish stable relationship with consumers to win the consumer's trust to better achieve the purpose

of marketing. Return indicates that the enterprise should lay emphasis on the return from marketing activities and gradually providing valuable services for the consumers. The purpose of marketing is to pursue return while the pursuit of returns is an important motivation for facilitating marketing development (Zhu,2016).

## **2.6 4V Theory**

The content of 4V theory mainly includes differentiation, functionalization, added value, and resonance. It emphasizes differentiated marketing to meet the diversified consumer demands. The enterprises should establish their own brand image, subdivide the target market and consumer group, and combine products and services flexibly according to the consumer demand so as to meet the psychological characteristics of consumers and achieve certain marketing effect.

## **2.7 4I Theory**

The content of 4I theory mainly includes the principle of interest, the principle of interest, the principle of interaction and the principle of individuality. It lays emphasis on internet marketing and the application of internet technology. The principle of interest indicates marketing information should be interesting to better attract consumers. The principle of interest indicates the benefits brought by internet marketing to consumers, including information, function, service and actual materials, etc. . The principle of interaction indicates the interactivity of network marketing. The enterprise should make full use of the interactivity of network marketing to enhance the communication with consumers and better give full play to the advantages of network marketing and finally win the consumers' trust while reducing marketing costs. The principle of individuality indicates the differentiation characteristics of network marketing (Liu, 2014). The enterprise should set their own unique image and tap their own bright spots to better attract consumers.

## **CHAPTER 3**

### **MARKETING STATUS OF EXTRACURRICULAR TUTORING INSTITUTIONS OF MIDDLE AND ELEMENTARY SCHOOL MUSIC**

#### **3.1 Market development status of extracurricular tutoring of middle and elementary school music**

Along with the deepened of education cause, people's education demand has also been gradually increased. Meanwhile, the extracurricular tutoring market of middle and elementary school music has been developed greatly in the education industry by virtue of simple operation mode and low overall operating cost. Relevant information shows the current market size of primary and secondary school music tutoring in our country has been expanded constantly. More than 3 million students attend music training each year. Up to now, the number of students receiving extracurricular tutoring education accounted for 88% of the total number of students in some large and medium-sized cities,. This shows that there is great potential for extracurricular tutoring market of middle and elementary school music (Wang, 2015).

Under the impetus of education cause, great progress has been made in extracurricular tutoring in China. However, the overall development is not satisfactory. The extracurricular tutoring is still at initial stage (Zeng, 2015). The relevant statistics shows that only a small part of extracurricular tutoring institutions of middle and elementary school music have a large scale of development and capital while a lot more extracurricular tutoring institutions of middle and elementary school music are small and medium-sized. There is still lack of standard in extracurricular tutoring market of middle and elementary school music and related systems are not sound and overall market situation is chaotic. Due to the large profits made from extracurricular tutoring industry and imperfect supervision system, some extracurricular tutoring institutions of middle and elementary school music with worse qualifications and business quality cheat consumers and have various insincere behaviors. Thus,

consumers' rights and interests and severely damaged and sound development of extracurricular tutoring market of middle and elementary school music is also influenced. The cause of education is to train talents and enhance students' moral character, virtue, knowledge and skills, while dishonesty behavior violates the principle of education and reduces consumers' trust in extracurricular tutoring market of middle and elementary school music .

At present, many extracurricular tutoring institutions of middle and elementary school music are faced up with big marketing predicament, like the shortage of marketing personnel, the lack of marketing funds, the imperfect marketing management system and weak marketing risk handling capacity (Wu, 2014). Thus, it is difficult for the extracurricular tutoring institutions to achieve good marketing effect and it is not conducive to the stable operation of extracurricular tutoring institutions of middle and elementary school music. Under the increasingly competitive market environment, the situation of law of jungle will be even more obvious (Wang, 2015). Consumers' recognition of extracurricular tutoring institutions of middle and elementary school music will be more partial to the brand and word-of-mouth. Therefore, they will firstly choose some large-scale extracurricular tutoring institutions of middle and elementary school music. After obtaining certain funds, large-scale extracurricular tutoring institutions of middle and elementary school music will be continuously expanded and purchase some local education brands to improve their overall marketing level.

When large primary and secondary school extracurricular music tutoring institutions have obtained certain funds, they will continue to expand and acquire some local education brands to raise (Fan, Zhang, & Guan, 2017). In extracurricular tutoring market of middle and elementary school musics, brand is an important condition for attracting consumers. It is also a key advantage for enhancing the competitiveness of extracurricular tutoring market of middle and elementary school music. Therefore, building a good brand is of much importance. When realizing the

importance of brand building, some extracurricular tutoring institutions of middle and elementary school music will gradually develop various new-type service products, adjust training courses and optimize marketing strategies to better seize market opportunities. Consequently, the development of extracurricular tutoring market of middle and elementary school music shows the tendency of branding.

Some extracurricular tutoring institutions of middle and elementary school music lay emphasis on longitudinal development of the institution while paying attention to the brand building. Some large extracurricular tutoring institutions of middle and elementary school music set up a music grading test base and constantly develop their own target markets to push forward local music education (Sun, Guo, & Zhou, 2015). Many extracurricular tutoring institutions of middle and elementary school music lay emphasis on financing and M&A. Some have associated the internet technology, consumer demand and modern education services with each other, thus forming a certain scale and promoting the development of education and training industry and attract a lot of investment capital. After obtaining capital, these extracurricular tutoring institutions of middle and elementary school music begin conducting M&A of vocational education institutions and extracurricular tutoring and training institutions across the country to expand their service scale. Some medium and small-sized extracurricular tutoring institutions of middle and elementary school music may face the risk of being eliminated by the market due to lack of funds and personnel. Therefore, it becomes the major issue for extracurricular tutoring institutions of middle and elementary school music to adjust their marketing strategies effectively.

Due to increasingly diversified consumer demand during the development process of extracurricular tutoring market of middle and elementary school music, there is also difference in students' learning capacity. Thus the advantages of differentiated training are gradually highlighted, which then becomes the mainstream training method of extracurricular tutoring market of middle and elementary school

music. The present training mode of extracurricular tutoring and tutoring institutions includes one-to-one education, large-class education and small-class education, in which the proportion of the latter two is relatively low and the former two is quite high. Meanwhile, the first further meets the psychological demand of students and their parents. Therefore, differentiated education market will be more of development potential in the development of current industry.

China lays emphasis on education. Under the influence of the traditional thinking concept, parents also pay more attention to students' academic performance and force their children to abandon their own hobbies and interests to learn more knowledge, which prepares condition for the development of extracurricular tutoring market of middle and elementary school music. Under the exam-oriented education system, the academic performance is closely related to the future development of students. Therefore, many parents are willing to send their students to extracurricular tutoring institutions at high cost in the hope that their children's academic performance will be further improved through education and training so that their children will be admitted to better school in the future. China is a country with large population. The total population is constantly on the rise. However, due to inadequate teaching facilities, low economic standards and a lack of teachers, there are lots of students in each class and it is difficult to give considerations into each student's learning. As a result, there is large difference in academic performance among students.

Extracurricular tutoring institutions of middle and elementary school music can help students acquire more learning resources through education and training and improve students' academic performance within a short period. As a result, more students are attracted to purchase corresponding service products. Under the impetus of national economic growth, people's living standard has been continuously improved and their income has also been increased gradually. When students' academic performance is not satisfactory and they want to improve their academic



performance, parents will send them to extracurricular tutoring institutions for training, thus the development of extracurricular tutoring market of middle and elementary school music is facilitated.

## **3.2 Marketing Principles of Extracurricular Tutoring Institutions of Middle and Elementary School Music**

### **3.2.1 Integration Marketing Principle**

The principle of integrated marketing indicates the systematic combination of all various marketing measure and the adjustment of the marketing plans based on the change in actual marketing environment so as to realize the added value of marketing (Liu, 2015). It belongs to an overall and integrated marketing concept. Under the conditions of integrated marketing, it is necessary to integrate the independent marketing elements into the overall marketing system, including independent marketing elements such as direct marketing and personnel marketing. Based on certain strategy, it's necessary to know about marketing products, consumers and industry so as to optimize the enterprise's marketing strategy and better conform to the actual situation of the development of the extracurricular tutoring institutions.

Integrated marketing emerged in the 20th century and was proposed by marketing professor Don Schulz (Zhao, 2014). It emphasizes consumer orientation, Supposing when starting marketing activities, extracurricular tutoring institutions should regard consumers marketing center, adjust marketing behaviors in real time, comprehensively use various propaganda meas and strengthen two-way communication with consumers in order to better establish their own brand image and improve consumer loyalty. Integrated marketing mainly focus on targeted issues of the target market. Only by accurately determining their own products and knowing about the needs of target audiences can the institutions better achieve the marketing effect. When applying integrated marketing approach, it's necessary comprehensive

observe consumers and accurately know about the change trend of consumer demand. Under the influence of factors such as living standard and changes in social environment, consumer demand is constantly changing. Therefore, extracurricular tutoring institutions should observe consumer behavior from many perspectives in order to better meet the consumer demand. During the process of integrated marketing, the tutoring institutions should give considerations into the ways to communicate with consumers instead of merely relying on media publicity. Only when consumers have in-depth understanding about the products and have the demand for purchasing the products, the effectiveness of corporate marketing can be ensured.

Integrated marketing mainly involves two aspects of integration, including horizontal integration and vertical integration, former of which mainly involves the integration of information content, communication tools and communication element and resource and latter of which involves the integration of market positioning, communication objective and brand image. When adopting integrated marketing, extracurricular tutoring organizations should pay attention to the integration of marketing, always center on consumers, strengthen systematic management, improve the coordination of marketing links and elements, and make rational use of modern marketing technologies and means. In this way, effectiveness of marketing can be better guaranteed.

### **3.2.2 Multi-Path Marketing Principle**

Multi-path marketing mainly involves offline marketing and online marketing, former of which includes physical sales and personnel selling, etc. While the latter of which mainly include telemarketing and e-commerce platform marketing, etc. As for offline marketing channels, the direct path indicates the product owner does not sell the product to consumers through any intermediate links. Such marketing path mainly includes personnel selling and store sales, etc. Although the cost of product circulation can be reduced and product price can be controlled, the target market is narrow and the flow of funds is slow. As a result there is a certain

marketing risk. Indirect path indicates realizing distribution of products through the intermediate link. Such marketing channel covers a wide range of the target market, and can reduce manpower and material resources, the time for circulation is long. Meanwhile, it is difficult to meet consumer demand during the process of marketing. Long path indicates the distribution of products through multiple intermediate links. Such marketing can reduce marketing risks and enlarge market coverage. However, it is generally difficult to coordinate the relationship between brokers and consumers but the price of commodities will be increased. The short path indicates the sale through an intermediary link. Through such marketing path, the product information can be quickly disseminated and the product circulation time is short. However, the producer needs to undertake more responsibilities and the producer's production could be easily influenced. Speaking of online marketing channel, the e-commerce platform mainly indicates starting various business activities by taking network environment as the condition. Consumers can directly realize online shopping, online transactions and electronic payment. Thus more convenience is provided for consumers (Hao, 2014). It belongs to a new type marketing path. Mobile e-commerce platform indicates starting various business activities wireless terminals such as smart phones. Such marketing path integrates information processing technology and communication technology so that consumers can realize online shopping and trading anytime anywhere (Wang, Dai, & Mou, 2014).

There are many factors influencing the choice of marketing channels, including factors such as product, environment, middlemen and market (Liu, & Zhang, 2016). Therefore, when implementing multi-path marketing, the tutoring institutions should give considerations into various factors. Multi-path marketing mode can enlarge the coverage of the target market, ensure the stable operation of the extracurricular tutoring institutions, reduce the overall marketing cost and better meet diversified consumers' demands. From another perspective, it is difficult to coordinate the behavior of all members during the path under

multi-channel marketing mode. Thus, the enterprise's economic burden is increased. Besides, it may cause conflicts among members caused by the interest problem. Then, the marketing effect of extracurricular tutoring institutions is influenced. Therefore, when adopting multi-channel marketing mode, the tutoring institutions should formulate perfect multi-path marketing plan in order to improve the effectiveness of marketing and reduce the marketing risk.

### **3.2.3 Whole-Staff Marketing Principle**

The marketing of extracurricular tutoring institutions involves many links and it is vulnerable to the influence of the marketing environment. Therefore, in order to ensure marketing effectiveness, the marketing principle of full membership should be followed in the marketing process. Each staff of extracurricular tutoring institutions should work with the marketing department actively to conduct targeted marketing activities based on consumer demand. When carrying out marketing activities actually, extracurricular tutoring institutions should pay more attention to the marketing activities and participate in the formulation, planning and coordination of the marketing activities. Whole-staff marketing can promote the maximization of the interests of consumers, improve consumer satisfaction and finally guarantee the enterprise's marketing effect and enhance market competitiveness. The manager of extracurricular tutoring institutions should be aware of the importance and necessity of marketing, mobilize full participation actively, and link the performance of all departmental employees with marketing performance to further enhance the enthusiasm of all employees and prepare for improving marketing effectiveness and efficiency.

## **3.3 SWOT Analysis of Extracurricular Tutoring Institutions of Middle and Elementary School Music**

Extracurricular tutoring institutions of middle and elementary school music include large and small-sized training institutions. Compared to large-sized education

and training institutions, small-sized education and training institutions are flexible in business process, real-time according to the needs of consumers adjust their service products can be adjusted in real time according to the consumer demand, thus featuring stronger market sensitivity.

**Strengths.** Extracurricular tutoring institutions of middle and elementary school music have many teaching modes. The common teaching modes include one-to-one instruction, small-class teaching and large-class teaching. At present, many extracurricular tutoring institutions of middle and elementary school music belong to the start-up companies. The company's members are young and they have a higher education background, including bachelor's, master's and doctoral degrees, and a few of them are college graduates. It can be seen that members of extracurricular tutoring institutions of middle and elementary school music have strong learning ability and can better meet the psychological needs of consumers and have certain marketing advantages.

**Disadvantage.** In the aspect of disadvantage, most extracurricular tutoring institutions of middle and elementary school music publicize their service products through advertisements, distribution of leaflets and other publicity methods. Thus, it could be found that, the way of publicity is simple and it is difficult to adapted to the market development form and psychological needs of consumers. Besides, good association with schools and consumers is not built and it is also not helpful to the stable operation of extracurricular tutoring institutions of middle and elementary school music. Some extracurricular tutoring institutions of middle and elementary school music cannot accurately assess the quality of teaching due to lack of complete teaching system. The summary of teaching is usually decided by the students' performance evaluation. Thus, there is lack of certain target and comprehensiveness for overall teaching.

Although some extracurricular tutoring institutions of middle and elementary school music have realized modularization and standardization of teaching.

However, judged from the overall situation of extracurricular tutoring institutions of middle and elementary school music, there are still many shortcomings. Thus, the effectiveness of marketing of extracurricular tutoring institutions is influenced. There is lack of certain supervision and management when extracurricular tutoring institutions of middle and elementary school music start tutoring and teaching. Besides, their own management system is also not perfect, which directly influences the smooth tutoring and teaching. When there are more students, if the tutoring institutions fail to make adjustment according to the increase in the number of students and fail to optimize the management of tutoring education, the quality of the follow-up marketing will be influenced.

Opportunity. Speaking of opportunity, the extracurricular tutoring industry belongs to the service industry, meeting the needs of parents and students. In the knowledge-based society and learning society, many students are eager to improve themselves in many aspects to promote all-round development. Therefore, there is great potential for development of extracurricular tutoring market. Due to the lack of supervision in the tutoring market and perfect relevant management system, there is a certain degree of divergence in the tutoring market. Many large-sized music tutoring institutions also occupy low proportion of market share. Along with the increasing number of extracurricular tutoring institutions of middle and elementary school music and increasingly fierce market competition, the phenomenon of survival of the fittest has become increasingly prominent. Many extracurricular tutoring market of middle and elementary school music have exited market due to the lack of market competitiveness, low marketing level and poor management. Under the exam-oriented education system, the way of talent selection has always been the examination. In order to improve their academic performance, students need to receive more extracurricular tutoring besides relevant education in school, which creates condition for the smooth development of marketing activities of extracurricular tutoring institutions of middle and elementary school music. Along with the improvement of



the national economy, the improvement of living standard and the increasing number of student sources, it can be seen that there is great potential for the tutoring market. To promote the development of private education, the state has promulgated various policies to prepare conditions for the capital to enter the after-market education market so as to help extracurricular tutoring institutions of middle and elementary school music solve problems such as insufficient funds.

Threat. In this aspect, due to the imperfect laws and regulations, low threshold and free competition state of extracurricular tutoring market of middle and elementary school music, the qualifications of extracurricular tutoring market of middle and elementary school music are not the same. In some communities, there are many listed extracurricular tutoring institutions of middle and elementary school music, most of which do not have corresponding teaching qualifications and teachers power are weak and it is hard to achieve the effect of education tutoring. Along with the increasingly fierce market competition, some large-sized extracurricular tutoring institutions of middle and elementary school music have made great progresses, and obtained capital and occupied more market shares. Extracurricular tutoring institutions developed on this bases also implement M&A of some other extracurricular tutoring institutions besides paying attentions to the development of their education brands. When competitors are in a state of steady development and expansion, they will cause threat to marketing of other extracurricular tutoring institutions and influence normal operation of corresponding tutoring institutions.

Along with the improvement of economic conditions, parents and students have had higher requirements for the effect of extracurricular tutoring institutions of middle and elementary school music. Some parents even propose demands for getting effect immediately. However, in reality, it is necessary to take a long time to have effect of teaching and training. Thus, it is difficult to meet the requirements of some parents. Besides, the teaching effect cannot be ensured within short time. Under such circumstances, some extracurricular tutoring institutions of middle and elementary

school music employ experienced and well-spoken teachers with high academic qualifications. In this way, the operating cost is increased. Along with the continuous development of education, parents and students have had more choices and put forward higher requirements for teaching conditions. As a result, the marketing and operating cost of extracurricular tutoring institutions of middle and elementary school music is constantly increased.

In the current extracurricular tutoring market of middle and elementary school music, most of the extracurricular tutoring institutions are small-sized companies. Their own teaching staff quality and image brand cannot attract students and their parents. Meanwhile, their economic condition cannot attract excellent music teachers. Thus, it is not conducive to the normal operation of extracurricular tutoring institutions of middle and elementary school music. Some extracurricular tutoring institutions of middle and elementary school music are mainly built based personal relationships. Under such circumstances, when laws and regulations of the country are changed, normal operation of some small-size dextracurricular tutoring institutions of middle and elementary school music. Meanwhile, threat will also be caused to extracurricular tutoring institutions of middle and elementary school music. Many teachers of extracurricular tutoring institutions of middle and elementary school music work as part-time teachers. If teachers are not allowed take' part-time job in various of extracurricular institutions according to relevant state policies and regulation, teacher power of extracurricular tutoring institutions of middle and elementary school music will be even more weaker and the marketing and operating cost is increased. Thus, it is not conducive to the survival and development of extracurricular tutoring institutions of middle and elementary school music.

### **3.4 Marketing Status Analysis of Extracurricular Tutoring Institutions of Middle and Elementary School Music**

Though great progress has been made in private education has made, there are still some shortcomings in many aspects. extracurricular tutoring institutions of middle and elementary school music are weak in education and training levels, marketing strategies and brand image. it is difficult to attract students and their parents to pay for the service products. Therefore, when optimizing the marketing strategies, extracurricular tutoring institutions of middle and elementary school music can adopt differentiated marketing strategies, individualized marketing strategies, and perfect marketing details in all aspects so as to ensure the effectiveness of marketing.

Product. In this aspect, The marketing products of the extracurricular tutoring institutions belong to the service products. Such products are rather abstract and the consumers should participate in experiencing and perceiving the features and functions of the products and judge the value of the products. In general, service products not only include the core products but also include the corresponding service elements. The core products are designed to meet the consumer demand. The attached accompanying service elements are designed to increased the value-added of core products. Among marketing products of extracurricular tutoring institutions of middle and elementary school music, the entity product is the marketing subject while the expected and benefit product are the entity product service. When formulating marketing strategies, extracurricular tutoring institutions of middle and elementary school music should not only pay attentions to the sales of attached products besides laying emphasis on selling entity products to better attract consumers and improve the market competitiveness of their products. Extracurricular tutoring institutions of middle and elementary school music adjust their education products according to the consumer demand to to meet the psychological characteristics of consumers. To maintain stable operation, extracurricular tutoring institutions of middle and elementary school music should make great efforts to develop distinctive training

courses, including core products, and continuously optimize the contents and forms of the courses by combining the development of the education and training market so as to increase the added value of education products. In this way, their education brand image can be better built and the effectiveness of marketing can be ensured. Due to the small size of extracurricular tutoring institutions of middle and elementary school music, inadequate funds and a shortage of trainers, some training programs tend to be the appreciation of music lessons and understanding of music theories. Due to few practical training and comprehensive training activities and simple curriculum, it is difficult to improve students' musical level effectively (Ye, & Li, 2014).

Price. Speaking of it, when pricing marketing products, it is necessary give considerations into psychological needs of consumers while combining the actual situation of the tutoring market to coordinate their interests and consumers' to ensure that the price is reasonable. In this way, consumers' psychological expectation could be satisfied and maximum benefits of the tutoring institutions also can be realized. Extracurricular tutoring institutions of middle and elementary school music should provide core products meeting to the consumers when considering obtaining benefits from the business. Many extracurricular tutoring institutions of middle and elementary school music fail to build brand image and don't have certain market advantages. Besides, some adopt low price marketing method to increase their benefits during the fierce market competition. Though consumers' attentions can be attracted, marketing activities and normal business of extracurricular tutoring institutions of middle and elementary school music will be influenced in the long run. When pricing the service products, extracurricular tutoring institutions of middle and elementary school music should not only care about operating cost but also give considerations into the complexity and peculiarity of the consumers.

Among the various factors influencing consumers' choice of extracurricular tutoring institutions, the site section of extracurricular tutoring institutions is one of the key factors. Under general circumstances, extracurricular tutoring institutions of

middle and elementary school music try to keep close distance from the school and approach the street when selecting the site so as to provide convenience for students to participate in tutoring. Due to the difference in overall development and advantages of extracurricular tutoring institutions of middle and elementary school music, they should make adjustment according to the actual situation as it is impossible to give consideration into all sites. As most extracurricular tutoring institutions of middle and elementary school music have limited ability to afford the rental and the rental in the commercial block is high, so the place nearby the community is the first choice.

Channels. Speaking of channel strategy, the channel is the circulation routes for commodities in the marketing of extracurricular tutoring institutions of middle and elementary school music. It indicates that extracurricular tutoring institutions sell their service products to different regions through intermediate links. However, marketing channel of extracurricular tutoring institutions of middle and elementary school music is simple, mainly including advertisements and handbills. Thus, it is difficult for them to be adapted to the trend of development of the extracurricular tutoring market. Due to the small size of extracurricular tutoring institutions of middle and elementary school music, lack of profitability and low marketing level, it is difficult for them to build association and partnership with link with large-sized ones. In the end, marketing effect and operating stability of extracurricular tutoring institutions of middle and elementary school music is influenced. Therefore, it is the major issues for the extracurricular tutoring institutions of middle and elementary school music to adopt multi-channel marketing strategies flexibly.

Promotions. Speaking of promotion strategy, promotion indicates conveying information including the characteristics of service products, advantages and other information to the consumers improve consumer's recognition of their service products and recognize the benefits brought by such service products, so consumer's motivation for purchasing will be enhanced and the purpose of product marketing will

be attained. The promotion modes adopted by extracurricular tutoring institutions of middle and elementary school music mainly include free seminar, advertising propaganda and commitment strategies in order to realize corresponding word-of-mouth effect. Based on the complexity of consumer's psychology characteristics and the differences in the development of extracurricular tutoring institutions of middle and elementary school music, extracurricular tutoring institutions of middle and elementary school music should give considerations into consumer's psychology characteristics by combining the actual situation when choosing promotion modes to guarantee the marketing effect.

Staff. Regarding management strategy, of primary and secondary music extracurricular guidance institutions, staffs involved during the marketing of extracurricular tutoring institutions of middle and elementary school music include all people participating in product marketing service and consumers. Regarding staff management, the emphasis should be laid on comprehensiveness and pertinence in order to realize better product marketing. personnel involved in product marketing services and consumers, so in personnel management, we should pay attention to . Due to the differences in the scale and economic level of extracurricular tutoring institutions of middle and elementary school music, staffing should be based on actual situation with emphasis on rationality of staffing to avoid influences on smooth tutoring education.

Generally, for extracurricular tutoring institutions of middle and elementary school music, 1-2 staffs will be assigned in the principal's office, 1-3 in department of education, 4-8 in teaching department, 4-6 in marketing department, 1-2 in financial department and 1-3 in integrated department. The number of staffs in some departments shall be increased or reduced along with the change in student scale. When recruiting the training teachers, the principal is responsible for evaluating the teacher from many aspects, including business ability, quality and character, etc., to

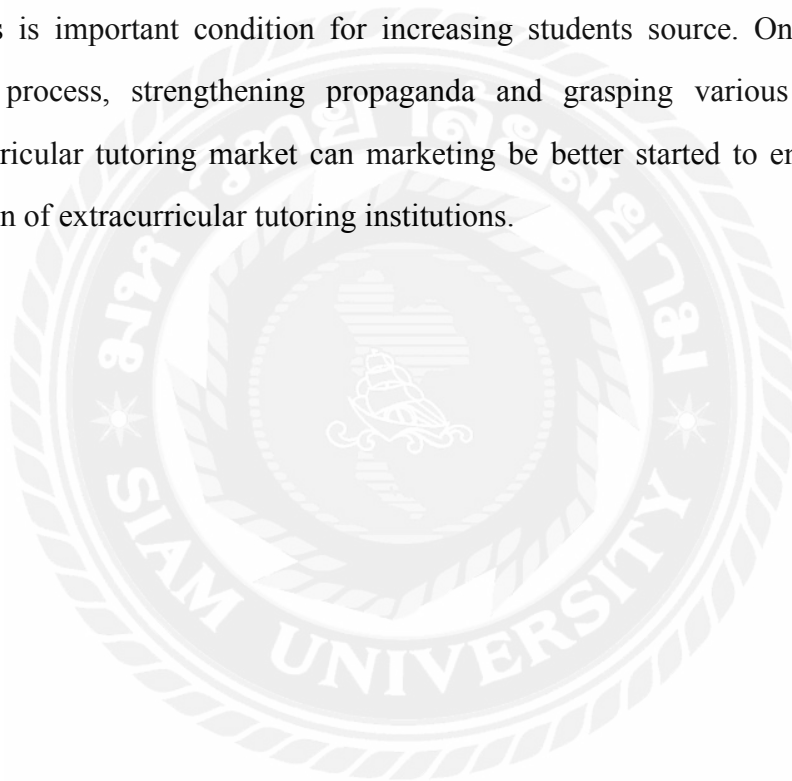
ensure that the teacher's overall quality meets the requirements of education and training and consumer's psychological needs.

After recruitment is finished, extracurricular tutoring institutions of middle and elementary school music should pay attention to the staff training to enhance staff's collective awareness, enterprise awareness and unify the values of the staff. In this way, the tacit understanding between manager and employee can be enhanced. Besides, the tutoring and education efficiency and quality will be improved and more superior service can be provided provide to the consumers. When realizing staff management, the institutions should follow the principle of institutionalization and standardization, improve employee's loyalty, and ensure the quality of student management in order to improve the overall tutoring and training level.

Environment. Regarding environmental display strategy, environmental display indicating displaying the physical elements such as trading place and products and product service environment to consumers so that consumers can know about the facilities, atmosphere and decoration layout of their service environment. In actual situation, the environmental display can have influence on consumers' behavior and satisfaction, so it is very important to display the product in a scientific and reasonable way. Under the fierce market competition, only by prepossessing more advantages can extracurricular tutoring institutions of middle and elementary school music obtain the conditions for survival and development in the market. Therefore, all institutions should display their teaching staff, curriculum content and education management designated to better improve their marketing level and service capacity.

Service. Regarding service process management strategy, the service process includes many aspects, including methods, systems, processes of product service and so on. To improve consumers' satisfaction with their products and services, the tutoring institutions should give considerations into service products and various details during the service process so that consumers can recognize their product services. Therefore, when providing training service to students, the tutoring

institutions should strengthen the management of service processes in order to ensure the quality of tutoring and training. When arranging students to attend training classes, teachers should conduct differentiated teaching according to the students' actual conditions and comprehensively trace the students' whole learning process so as to adjust the tactics for tutoring and education in real time. Good service management is the basic condition for to ensure normal operation of extracurricular tutoring institutions of middle and elementary school music. Well, diversified marketing methods is important condition for increasing students source. Only by managing service process, strengthening propaganda and grasping various information in extracurricular tutoring market can marketing be better started to ensure the normal operation of extracurricular tutoring institutions.





## **CHAPTER 4**

### **PROBLEMS EXISTING DURING MARKETING OF EXTRACURRICULAR TUTORING INSTITUTIONS OF MIDDLE AND ELEMENTARY SCHOOL MUSIC**

#### **4.1 Comprehensive Marketing Capability and Advantages & Disadvantages**

Many extracurricular tutoring institutions of middle and elementary school music don't lay emphasis on marketing and don't have certain marketing awareness. Further, some marketing staffs don't have strong business capacity, thus the marketing effect of extracurricular tutoring institutions of middle and elementary school music is not good at all and the requirement of their survival cannot be satisfied. In case that extracurricular tutoring institutions of middle and elementary school music don't adjust and optimize marketing strategies immediately, the marketing level will be always at weak state and their market competitiveness will be reduced. Many extracurricular tutoring institutions of middle and elementary school music not set up special marketing department, so the responsibility for marketing is mainly undertaken by other department's staff. Thus, there are more flaws during the process of marketing. When implementing marketing, most extracurricular tutoring institutions of middle and elementary school music refer to the experience of other extracurricular tutoring institutions, like advertisement and handing out leaflets.

Due to lack of innovation in choosing marketing channels and marketing method, the final marketing effect is not ideal. The target market coverage of traditional marketing methods is narrow, characterized by the lack of planning. Further, actual demand of the consumers is also not combined. Most extracurricular tutoring institutions of middle and elementary school music don't controlling the marketing budget. The corresponding budget limit is set with concrete planning. Due to the lack of planning for marketing expenditure, small marketing effect only could be obtained after excessive marketing expenditure. Marketing ability of many

extracurricular tutoring institutions of middle and elementary school music is weak. Future, marketing is not given priority. In this way, the survival of extracurricular tutoring institutions of middle and elementary school music will be directly influenced.

Brand image is an important condition for extracurricular tutoring institutions of middle and elementary school music to attract consumers. Meanwhile, it is also the basic condition for ensuring the effectiveness of marketing. Only by giving full play to brand value and establishing a good corporate image can the institutions better promote the increase of student resource. Brand value involves many aspects, including product value and user value and so on. The user value of the brand mainly involves the value, quality, function, popularity, popularity and reputation of the product. Well, the realization of the brand value of the extracurricular tutoring institutions is closely related to these factors, so it is very important to grasp them. Many extracurricular tutoring institutions of middle and elementary school music have formed certain brand effect during the development. However, along with the increasingly fierce market competition and the emergence of more extracurricular tutoring institutions of middle and elementary school music, the brand effect of extracurricular tutoring institutions of middle and elementary school music will also be weakened. In case of fail to strengthen the formed brand effect, stable operation of extracurricular tutoring institutions of middle and elementary school music will be possibly influenced.

Powerful faculty is the basic condition for ensuring the normal operation of extracurricular tutoring institutions of middle and elementary school music. It is also one of the advantages over marketing. If the faculty of extracurricular tutoring institutions of middle and elementary school music is not strong, it will be hard to attract consumers. Then, marketing effect will be influenced. The teacher team is close associated with the teaching and training quality of extracurricular tutoring institutions of middle and elementary school music. However, the teaching and

training quality will have influence on word-of-mouth effect of extracurricular tutoring institutions. Well, good word-of-mouth effect will have influence on increase in student source of and guarantee of marketing effect. There is a close relationship between teachers' teams and the quality of education and training of primary and secondary music extracurricular guidance institutions, while the quality of education and training will affect the reputation of extra-curricular guidance agencies. The good reputation is related to the increase in students' source of extracurricular tutoring institutions and the guarantee of marketing effectiveness.

Therefore, extracurricular tutoring institutions should lay emphasis on their teaching staff. At present, teachers in various extracurricular tutoring institutions of middle and elementary school music are mainly divided into two types: full-time and part-time teachers. However, there is certain difference in the academic qualifications and experience of teachers. Thus, the overall teacher strength is not the same. Further, it is difficult to guarantee the quality of education and training. However, under the fierce market competition, due to the influence of operating cost and the size of the organization, excellent teachers will choose better platforms. Thus, it is not easy for some extracurricular tutoring institutions of middle and elementary school music to build excellent teaching team, but some will train excellent teachers independently. However, after these teachers' business level is increased and their experience is accumulated, they may choose another job. Thus, many extracurricular tutoring institutions of middle and elementary school music have been at the weak state of teaching team. Some extracurricular tutoring institutions of middle and elementary school music don't lay emphasis on strengthening training of education team. There is lack of exchanges over experience inside the institutions and there is also lack of certain communication among teachers. When employing part-time teachers, most extracurricular tutoring institutions of middle and elementary school music will employ experienced and proficient teachers. However, many extracurricular tutoring institutions fail to share the resources, thus there are few opportunities to share

resources among teachers and it is hard to improve the teaching power of the extracurricular tutoring institutions, and then the advantage over teaching power is lost during marketing.

Along with the development of education and training, there has been increase in demand of extracurricular tutoring market for more excellent teachers. However, there are still fewer teachers engaged in training and education. Further, there is further scarcity of more experienced and capable teachers. It is hard for extracurricular tutoring institutions of middle and elementary school music to build teaching power. Most extracurricular tutoring institutions in the market are small-sized extracurricular tutoring institutions of middle and elementary school music. Along with the increase in recruitment cost and more fierce market competition, all teachers will choose to work in large-sized extracurricular tutoring institutions of middle and elementary school music. During recruitment of extracurricular tutoring institutions of middle and elementary school music, many applicants have higher requirements for salary. As a result, marketing of many extracurricular tutoring institutions of middle and elementary school music is at delay state. Powerful marketing ability and advantages are basic conditions for ensuring marketing effect. However, there are major demerit in marketing according to the actual situation of extracurricular tutoring institutions of middle and elementary school music. Further, great influence is brought to the smooth marketing of extracurricular tutoring institutions of middle and elementary school music.

#### **4.2 Rising Marketing Cost**

Marketing cost is an important factor influencing the marketing effect in marketing of extracurricular tutoring institutions of middle and elementary school music. If marketing cost is low, it is difficult to play the role of extracurricular tutoring institutions will be increased. If marketing cost is high, then the operating cost

of tutoring will be increased. So it is important to ensure the scientific cost of marketing.

Under the influences of factors such as inflation and economic doldrums, the overall price level of extracurricular tutoring institutions of middle and elementary school music. Thus, the service fee of extracurricular tutoring institutions of middle and elementary school music is increased. However, under the fierce market competition, with considerations into the the affordability of consumers, extracurricular tutoring institutions of middle and elementary school music have to reduce their own interest space. However, they should ensure normal marketing, the marketing cost is gradually increased. During actual operation of extracurricular tutoring institutions of middle and elementary school music, marketing cost will be influenced by many factors such as the price of service products and the house rental. In consequence, the operating cost of extracurricular tutoring institutions of middle and elementary school music is rapidly increased, which is not favorable for smooth marketing of extracurricular tutoring institutions of middle and elementary school music.

Along with the increase in student source, in order to ensure the smooth tutoring and training, all extracurricular tutoring institutions of middle and elementary school music need to employ more teachers, thus, labor cost is gradually increased. extracurricular tutoring institutions of middle and elementary school music set many departments. Along with the increase in student scale, the staff in each department will also be increased correspondingly. However, in marketing cost, labor cost accounts for a large proportion. Then, the marketing cost is further increased. In actual situation, extracurricular tutoring institutions of middle and elementary school music need to pay for advertisement propaganda and business tax, which will also bring increase in overall marketing cost and also bring negative influences to the marketing of extracurricular tutoring institutions of middle and elementary school music.

### **4.3 Backward Marketing Philosophy**

Many extracurricular tutoring institutions of middle and elementary school music lack marketing awareness and their marketing concept is relatively backward. scientific and rational marketing plan is not formulated, their target market is not accurately positioned. Thus, good marketing effect of extracurricular tutoring institutions of middle and elementary school music cannot be realized, which is not favorable for the stable operation of extracurricular tutoring institutions. During long-term business process, many extracurricular tutoring institutions of middle and elementary school music have accumulated certain management experience and marketing experience and also have made certain achievements. However, along with the change in extracurricular tutoring market corresponding marketing philosophies have been adapted to the complicated psychological characteristics of the consumer, thus the marketing effect is not good. Medium and small-sized extracurricular tutoring institutions should be aware that accurate grasping the psychological characteristics of consumers and consumption idea is related to their marketing effect. Only by centering on consumers, strengthening survey into extracurricular tutoring market of middle and elementary school music and strengthening the association and partnership with the school, making innovation in service products and gradually tapping potential consumers could the marketing level be increased and condition for increasing the student source be prepared.

Good publicity is an important prerequisite to ensure good marketing effect and it is also the key condition for helping extracurricular tutoring institutions of middle and elementary school music build brand image. However, in actual situation, the marketing philosophy of extracurricular tutoring institutions of middle and elementary school music tends to be traditional and there is lack of application of modern information technology. Thus, delay in publicity work is caused and it is difficult to ensure smooth marketing.

Some extracurricular tutoring institutions of middle and elementary school music often hold concerts and participate in social welfare activities to build brand image. However, due to small size and low economic level of extracurricular tutoring institutions of middle and elementary school music, there is lack of strength necessary for the propaganda and marketing effect brought by such propaganda cannot be ensured. Most extracurricular tutoring institutions of middle and elementary school music adopt advertisement and hand out leaflets to publicize their service products. Due to inefficient understanding of consumers about various extracurricular tutoring institutions of middle and elementary school music, they don't believe these advertisement and leaflets. The marketing effect brought such propaganda mode is not ideal. Medium and small-sized extracurricular tutoring institutions of middle and elementary school music are dependent on word-of-mouth effect. Though the role of building brand image and increasing student source can be played, it belongs to a passive marketing mode and the effect cycle is long. Thus, it is not favorable for stable operation of extracurricular tutoring institutions of middle and elementary school music.

Many extracurricular tutoring institutions of middle and elementary school music do not pay attention to internal management and fail to establish a sound marketing management system. Further they have shortcomings in the marketing process, marketing management, marketing methods and marketing theory. Due to the weak business capabilities and low overall quality of marketing staffs, it is not easy to start smooth marketing. Further problems about loss of student source and teacher's job hopping are caused and direct influences are brought to the stable operation of extracurricular tutoring institutions of middle and elementary school music.

#### **4.4 Improve Marketing Management Level**

The level of marketing management is closely linked with the survival and development of extracurricular tutoring institutions of middle and elementary school

music. If the extracurricular tutoring institutions only focus on education and training instead of marketing management, it will be difficult to improve the market competitiveness of extracurricular tutoring institutions of middle and elementary school music. Further, the stable operation of the extracurricular tutoring institutions will be influenced. Therefore, it is critical to improve the marketing management level of extracurricular tutoring institutions of middle and elementary school music. Marketing management system of many extracurricular tutoring institutions of middle and elementary school music is still not perfect. Further some extracurricular tutoring institution have not even set up special marketing departments. Thus, it is difficult to guarantee the quality of marketing. Perfect marketing management system is a prerequisite for extracurricular tutoring institutions of middle and elementary school music to start smooth marketing. Meanwhile, it is also an important condition for improving marketing effectiveness and efficiency. Therefore, it is of vital importance to improve marketing management system and level.

Extracurricular tutoring institutions of middle and elementary school music mainly provide service products for consumers. Therefore, when establishing sound marketing management system, they should give considerations into the characteristics of service products and the psychological needs of consumers and follow scientific and rational principles and define current development and marketing goals of the institution in order to promote the improvement of marketing management system. The improvement of marketing management level is also closely related to other systems of the institution. Therefore, extracurricular tutoring institutions of middle and elementary school music should gradually improve the standards such as student management system, teaching management system and personnel management system in order to increase the practicability and reasonableness of the marketing management system. During improving the marketing management system, it is necessary to establish internal accountability mechanism to link the marketing performance with the performance of marketing



staffs to improve their sense of responsibility and to investigate their liability through good internal restraint measures so that marketing level of extracurricular tutoring institutions of middle and elementary school music will be increased. Internal organization of many extracurricular tutoring institutions of middle and elementary school music is simple and the overall scale is small. Besides, internal responsibility system is not built. Job attitude of marketing staffs is mostly related to reward rules and personal responsibility awareness. However, the institution doesn't restrain the marketing staffs. Thus, overall marketing lags behind.

Therefore, various extracurricular tutoring institutions of middle and elementary school music should improve accountability mechanisms and reward mechanism and improve marketing staffs' sense of responsibility and standard awareness by combining the actual situation to ensure the effect of marketing management. During improving marketing management system, extracurricular tutoring institutions of middle and elementary school music should follow the principle of fairness, the principle of the right of authority and responsibility, and implement the responsibility of work to specific individuals so as to gradually raise the level of marketing management.

Performance appraisal system is also an important condition for improving the marketing management level of extracurricular tutoring institutions of middle and elementary school music. Perfect performance appraisal system can raise the awareness of marketers and trainers for duties and standards, ensuring the quality of marketing and education & training, so that students and their parents are satisfied. Performance appraisal can reflect the marketing of extracurricular tutoring institutions of middle and elementary school music to achieve the effect of monitoring the marketing staffs. In this way, so that it can better help extracurricular tutoring institutions of middle and elementary school music make decisions and adjust marketing strategy gradually.

When implementing performance appraisal system, many extracurricular tutoring institutions of middle and elementary school music only implement reward system but fail to punish the marketing staffs with bad performance. It will be difficult to play the role of performance appraisal system and it is not favorable for improving the marketing management level. Therefore, all extracurricular tutoring institutions of middle and elementary school music should improve the performance appraisal system gradually and implement incentive measures to ensure the smooth marketing and achieve the purpose of improving marketing management level. Many extracurricular tutoring institutions of middle and elementary school music have strong teaching management skills but have shortcoming in marketing management. They can not formulate marketing management plan in the long term. Thus, there is lack of marketing planning and normative. Further, it is difficult to guarantee the quality of marketing. Therefore, the managers of all extracurricular tutoring institutions of middle and elementary school music should clearly define their responsibilities, develop the function of macro-regulation, arrange experienced marketing staffs to be in charge of relevant management work and optimize the staff structure of various departments. In this way, it will be more favorable for starting marketing efficiently and guaranteeing the quality of marketing.

#### **4.5 Vigorously Develop Multi-Path Marketing**

The rising marketing cost will not only influence the smooth marketing for extracurricular tutoring institutions of middle and elementary school music but also will not be favorable for maintaining the benefits of extracurricular tutoring institutions. Therefore, it is important to adopt a multi-channel marketing model. Extracurricular tutoring institutions of middle and elementary school music can start from many aspects, including word-of-mouth marketing, online marketing, whole-staff marketing, etc.

Regarding word-of-mouth marketing, most extracurricular tutoring institutions of middle and elementary school music do a good job in it but fail to do well in word-of-mouth marketing. Thus, the effectiveness of word-of-mouth marketing is not realized. Therefore, it is important to do well in word-of-mouth marketing, which originates from communication science. It is often used to the marketing field, having great influence and high credibility and being capable of better attracting consumers.

The cost of word-of-mouth marketing is low. It indicates people's understanding and recognition on extracurricular tutoring institutions of middle and elementary school music. Only when extracurricular tutoring institutions of middle and elementary school music have good word-of-mouth effect, consumers' impression on extracurricular tutoring institutions of middle and elementary school music could be deepened, and then they will have willingness to purchase service product. It is not necessary to pay advertising cost, labor cost to realize word-of-mouth effect. It can help enterprise save publicity and marketing cost. When the service products of extracurricular tutoring institutions of middle and elementary school music are of high quality, consumers who have used such service products will take the initiative to introduce them to their friends and families. Then, more students will be attracted to extracurricular tutoring institutions of middle and elementary school music and benefits of the institutions will be increased. Word-of-mouth marketing has strong pertinence, when the consumers who have used such service products of extracurricular tutoring institutions of middle and elementary school music publicize the institution's word-of-mouth effect, they will be based on the premise of other's demands. When others have corresponding demands, the consumers who have used such service products will recommend them to their friends. Such propaganda way further can be recognized by the consumers and is more reliable. Therefore, the marketing effect of word-of-mouth marketing mode is more ideal as it conforms to the current development tendency of extracurricular tutoring

institutions of middle and elementary school music. The effect of word-of-mouth marketing affects the corporate image. When there is a positive image for extracurricular tutoring institutions of middle and elementary school music, corresponding word-of-mouth can be formed and the brand of extracurricular tutoring institutions of middle and elementary school music will be then built. However, when the image of extracurricular tutoring institutions of middle and elementary school music is worse, bad word-of-mouth will be formed. Then, the consumer's trust in extracurricular tutoring institutions of middle and elementary school music will be reduced and normal marketing will be further influenced.

Therefore, all extracurricular tutoring institutions of middle and elementary school music should lay emphasis on build good image. Based on word-of-mouth marketing, they should build good reputation during marketing gradually to better improve the marketing quality of extracurricular tutoring institutions of middle and elementary school music.

Regarding network marketing, it indicates the sale of products through the Internet platform and achieving sales purposes by utilizing information technology for conveying product information and delivering services. Under the information era, internet marketing has been widely used and has played a good role in many fields. Network marketing has many characteristics, including high efficiency, integration, spanning time and space, etc. It can be greatly helpful to optimize the marketing strategies of extracurricular tutoring institutions of middle and elementary school music. Under the internet environment, there has been more and more internet users and internet has also been more and more popular. Under such circumstances, internet marketing has great potential for development and also conforms to the development trend of extracurricular tutoring institutions of middle and elementary school music. Therefore, all extracurricular tutoring institutions of middle and elementary school music should make use of network information technology scientifically and reasonably, strengthen the implementation of network marketing and gradually

expand their target markets so as to better guarantee the effect of service product marketing. Extracurricular tutoring institutions of middle and elementary school music should strengthen the maintenance of their network word-of-mouth, do well in online publicity and develop online video lecture giving services and other products to meet the diversified consumers' demands.

Regarding whole-staff marketing strategy, extracurricular tutoring institutions of middle and elementary school music carry out marketing designated to recruit more students, only when consumers are willing to buy service products, follow-up service of extracurricular tutoring institutions of middle and elementary school music can be formally carried out. Therefore,, whole-staff marketing strategy can be adopted during marketing process so that all staffs can participate in it order to better guarantee the marketing effect.

All employees should attach great importance to the establishment and promotion of the brand of extracurricular tutoring institutions, and promote the service products of the institutions through their life circle in order to create conditions for increasing the student source. The institutions can implement the assessment reward system and link the staff's marketing performance to their benefits to improve the staff's enthusiasm in participation. Marketing department should be based on the actual situation of market, conduct in-depth survey into extracurricular tutoring market of middle and elementary school music, give considerations into the consumer's demands and strengthen cooperation with them and develop some products with differentiated characteristics. During whole-staff marketing, all extracurricular tutoring institutions of middle and elementary school music should include brand promotion into marketing, enhance two-way communication with consumers and strengthen the application of various information technologies. All staffs should pay attention to the brand building of the organization and make efforts so as to better realize the marketing strategy optimization of extracurricular tutoring institutions of middle and elementary school music and ensure marketing effect.

#### **4.6 Improve The Relationship with The Service Objects**

The relationship with service objects is the basic condition for starting marketing of extracurricular tutoring institutions of middle and elementary school music, it and has great influences on marketing effect. Therefore, it is important to improve the relationship with the service objects. In commodity economy society, the relationship with the customers belongs to the most important relationship. In a narrow sense, the customer indicates the consumer of living information. Meanwhile, in a broad sense, the customer also involves the consumers and buyers of production material, and intellectual products, the latter of which include achievements scientific research and products of thought. Based on the importance of customer relationship, extracurricular tutoring institutions of middle and elementary school music should communicate with actively coordinate with students and their parents by combining the actual situation so that students and their parents can acknowledge the service products and enhance their loyalty.

In the service window of extracurricular tutoring institutions of middle and elementary school music, marketing consultants are mainly responsible for communicating with consumers. During communicating with the consultants, students and their parents can know about service products of the institution. Meanwhile, marketing consultants also can obtain their psychological needs and service intention from their behavior performance to introduce proper service products to the consumers and meet their satisfaction.

When market consultants fail to communicate with students and their parents, some mistakes may occur to their communication, then, the impression of consumers on extracurricular tutoring institutions of middle and elementary school music will be directly influenced and their willingness to buy the service products will be then reduced. As a result, it is not helpful for starting marketing of large and small-sized extracurricular tutoring institutions of middle and elementary school

music. Therefore, all extracurricular tutoring institutions of middle and elementary school music should establish perfect the market consulting team according to their actual conditions, and gradually improve the professional quality and ability of market consultants so that they can have in-depth understandings about marketing and master certain marketing skills and grasp the psychological characteristics of consumers. In this way, good relationship with consumers can be built

Extracurricular tutoring institutions of middle and elementary school music should lay emphasis on survey into extracurricular tutoring market of middle and elementary school music, have good understandings about the consumers' psychological needs, implement survey into consumers and satisfy consumers with service products so as to help the extracurricular tutoring institutions adjust marketing strategy immediately, improve their service products and satisfy the psychological needs of consumers. In this way, good brand image can be built and quality of marketing can be improved. Besides, consumer's demands for service also could be satisfied.

Extracurricular tutoring institutions of middle and elementary school music should strengthen communication and exchange with students and record their learning situation and demands in real time. If the students fail to attend tutoring education on time, extracurricular tutoring institution should contact their parents in time to avoid leaving a bad impression on consumers and improve the relationship with the consumer. Extracurricular tutoring institutions can regularly hold some expert lectures and collective activities in order to maintain the good relationship with consumers. For example, certain extracurricular tutoring institution has implemented a reward system to ensure the effect of education and training and give certain reward teachers to the excellent teacher by investigating the satisfaction of parents and students with the teacher to further enhance teachers' enthusiasm for work and encourage the teacher to bring more superior services to students. To maintain relationship with consumers, the extracurricular tutoring institution have conducted

parent-child activities and music competitions to enable parents and consumers to be satisfied with the service products of the institution and enhance their trust and loyalty to the institution.

Unlike ordinary products, service products feature abstraction to a certain degree. Product features, functions and the effects can be manifested after certain time. Therefore, all extracurricular tutoring institutions of middle and elementary school music lay emphasis on experiential marketing, by beginning with the consumer's first impression, consumers can find the highlights of service products and improve the attractiveness of their service products to consumers. In this way, market opportunities could be seized to win more consumers.

Experiential marketing should be started with many aspects, including the consumer's emotion, action, way of thinking, etc., so that consumers can have a better experience and have the willingness of purchasing the service products. All extracurricular tutoring institutions of middle and elementary school music can adopt experiential marketing methods by combining with the actual business situation and marketing conditions so that consumers can recognize the service products during process of experiencing. If certain extracurricular tutoring institution adopts the role exchange between the teacher and students during implementing experiential marketing to let students experience the feeling of acting as the teacher, classroom atmosphere can be activated and relationship between the teacher and students can be enhanced. Then, the student's satisfaction will be enhanced. The institution also allows students to participate in setting the course content and other links, encourages students to propose their views and suggestions and know about students' demands. In this way, process and content of tutoring education can be better optimized and effect of tutoring education can be further ensured.



## **CHAPTER 5**

### **CONCLUSIONS AND EXPECTATIONS**

Marketing strategies of extracurricular tutoring institutions of middle and elementary school music are mainly analyzed in the research. It is believed that extracurricular tutoring institutions of middle and elementary school music should follow the principles of integrated marketing, multi-path marketing and whole-staff marketing during carrying out marketing. Through analysis on the current situation and development of extracurricular tutoring institutions of middle and elementary school music, it's found that extracurricular tutoring institutions of middle and elementary school music still face many difficulties in marketing and problems such as backward marketing philosophy, inadequate marketing capability, lack of marketing advantages and rising marketing cost. Then, strategies including improving marketing management level, vigorously developing multi-path marketing and improving the relationship with service objects are proposed to provide reference for extracurricular tutoring institutions of middle and elementary school music to optimize marketing strategies.

Corresponding optimization suggestions are proposed according to the status quo of marketing strategies of extracurricular tutoring institutions of middle and elementary school music in the paper. However, along with the constant changes in extracurricular tutoring market of middle and elementary school music, there will also be changes in marketing problems that all extracurricular tutoring institutions of middle and elementary school music are confronted with. Therefore, it is necessary to have in-depth research on the subject to propose countermeasures for the development of extracurricular tutoring institutions of middle and elementary school music.