



**ENROLLMENT AND MARKETING OPTIMIZATION  
STRATEGY OF YUNNAN VOCATIONAL COLLEGE OF  
ECONOMICS AND FOREIGN AFFAIRS**

**LI ZONGMEI**

**6317195859**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF  
THE REQUIREMENTS FOR THE DEGREE OF MASTER OF BUSINESS  
ADMINISTRATION GRADUATE SCHOOL OF BUSINESS  
SIAM UNIVERSITY**

**2022**




**Thematic Certificate**

**To**

**LI ZONGMEI**

This Independent Study has been Approved as a Partial Fulfillment of the Requirement of International Master of Business Administration in International Business Management

Advisor: ..... 

(Dr. Zhang Li)

Date: ..... 21 / 10 / 2022

.....   
(Associate Professor Dr. Jomphong Mongkhonvanit)

Acting Dean, Graduate School of Business Administration

Date: ..... 14 / 03 / 2023

Siam University, Bangkok, Thailand

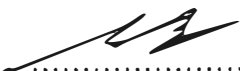
**Title:** Enrollment and Marketing Optimization Strategy of Yunnan Vocational College of Economics and Foreign Affairs

**By:** LI ZONGMEI

**Degree:** MBA

**Major:** International Business Management

**Advisor:**

.....  .....

(Dr. Zhang Li)

..... 2022.10.1 ..... 2022

## ABSTRACT

Marketing theory has been widely used in the field of education, and with the mass development of higher education, the national demand for education has been increasing. In recent years, private colleges and universities. have been developing rapidly under the impetus of the market. However, due to the high cost of operation, short years of operation and insufficient brand influence, private colleges and universities still have great challenges in the competition of the student market. Yunnan College of Economics, Trade and Foreign Affairs is a large-scale private higher vocational college in Yunnan Province. As the total population of school-age continues to decline, an effective source of students for higher education decreases while the number of higher education institutions increases. Based on the current situation of enrollment, it is an important issue for YBEC to propose a feasible and effective enrollment marketing strategy.

This paper was based on a combination of theoretical knowledge of marketing and a specific case study, Yunnan Economic and Foreign Affairs Vocational College, with enrollment marketing as the main line of research. The first part elaborates the research background, research questions, research objectives, research significance and research limitations. The second part clarifies the theoretical basis of this paper by applying the "4P" marketing, STP marketing, differentiation marketing, service marketing and education marketing. The third, designs the analysis of this paper from research methodology, research survey design to data analysis. Then analyzes the internal and external environment of the enrollment marketing process of Yunnan College of Economics, Trade and Foreign Affairs from the current enrollment marketing strategy, enrollment effect, macro environment, industry competition, target customer demand, and the use of SWOT and PEST strategic analysis. Finally, it

proposes effective enrollment marketing strategies through the above analysis, and draws conclusions, puts forward major recommendations and further research issues.

The research in this paper is based on the actual work and is beneficial to the enrollment work of Yunnan College of Economics and Foreign Affairs, which can improve the quality of students, the level of education and the recognition of the school by candidates, parents and the public through the improvement and optimization of enrollment marketing strategies. At the same time, it has certain significance for similar institutions' enrollment marketing work.

**Keywords:** Private higher vocational institutions, college admission marketing, 4P marketing theory, service marketing theory

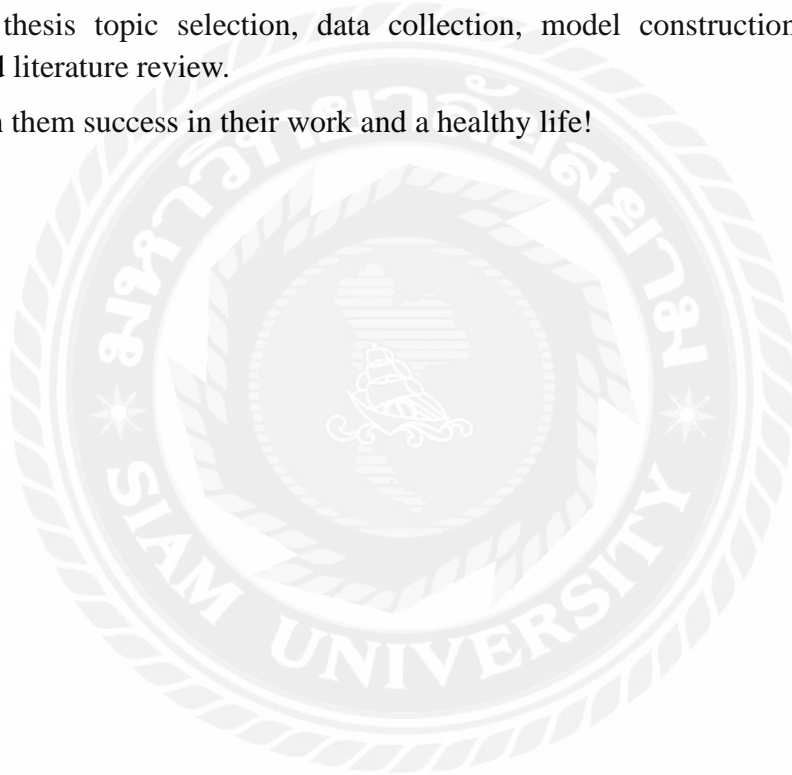


## ACKNOWLEDGMENTS

I would like to thank Siam University in Thailand for giving me the opportunity to study a master's degree program. Through this period of study, I not only enriched my theory and knowledge, but also learned a lot of excellent ways of thinking. I will keep in mind the school's accumulated and practical style.

I would like to express my gratitude to my supervisor. From the topic selection, conception, writing, revision and completion of the thesis, I have gathered my supervisor's hard work and guided me throughout the writing process, so that the writing of this thesis can be successfully completed. During the writing process of the thesis, my supervisor gave me very detailed and effective help and support in the aspects of thesis topic selection, data collection, model construction, regression analysis and literature review.

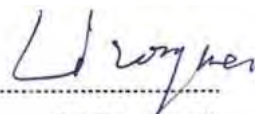
I wish them success in their work and a healthy life!



Li Zongmei  
2022

## DECLARATION

*I, Li Zongmei, hereby certify that the work embodied in this independent study entitled “Enrollment and Marketing Optimization Strategy of Yunnan Vocational College of Economics and Foreign Affairs” is result of original research and has not been submitted for a higher degree to any other university or institution.*

  
.....  
(Li Zongmei)

December 9, 2022



# CONTENTS

|   |            |
|---|------------|
| <b>ABSTRACT .....</b>   | <b>I</b>   |
| <b>ACKNOWLEDGMENTS .....</b>  | <b>III</b> |
| <b>DECLARATION .....</b>  | <b>IV</b>  |
| <b>LIST OF TABLES.....</b>  | <b>VI</b>  |
| 1 Introduction .....  | 1          |
| 1.1 Research Background .....                                       | 1          |
| 1.2 Research Problems .....   | 2          |
| 1.3 Object of the study .....                                       | 3          |
| 1.4 Scope of the study.....   | 3          |
| 1.5 Significance of the study .....                                 | 3          |
| 2 Literature Reviews .....  | 4          |
| 2.1 Private higher vocational institutions .....                    | 4          |
| 2.2 College admission marketing .....                               | 5          |
| 2.3 4P marketing theory.....  | 6          |
| 2.4 Service marketing theory.....                                   | 6          |
| 3 Research Methodology .....  | 7          |
| 3.1 Introduction .....  | 7          |
| 3.2 Hypothesis .....  | 8          |
| 3.3 Data Collection .....   | 8          |
| 3.4 Confidence and validity analysis.....                           | 9          |
| 4 Finding and Conclusion.....                                       | 10         |
| 5 Recommendation.....   | 11         |
| 5.1 Pay attention to the construction of educational products ..... | 11         |
| 5.2 Improve the price strategy of differentiated charges .....      | 12         |
| 5.3 Form a stable and diversified enrollment channel.....           | 12         |
| 5.4 Good public relations maintenance .....                         | 13         |
| 5.5 Service process strategy.....                                   | 13         |
| REFERENCES .....  | 15         |

## LIST OF TABLES

|  |   |
|--|---|
| Table 2.1 Marketing mix methods of the 4Ps .....                     | 6 |
| Table 3.1 Frequency table of expert judgment basis.....              | 9 |
| Table 3.2 Frequency table of experts' familiarity with content ..... | 9 |





# 1 Introduction

## 1.1 Research Background

Along with the deepening of reform and opening up, the development of market economy and social progress, education has increasingly highlighted its irreplaceable role and contribution in all dimensions of society. As an important component of higher education, private education is an effective supplement to China's education system and content, and has an indispensable influence on the development of higher education in China (Mo, 2018). The market-oriented development model of private higher education in China exhibits distinctive characteristics: market demand-oriented and enrollment work-centered (Zha, 2010). However, under the influence of multiple subjective and objective factors such as the continuous decline of the total school-age population and the decrease of the effective student source of higher education, but the increasing number of higher education institutions, as well as the influence of multiple subjective and objective factors such as the guidance of public opinion, the inclined perception of the society, the insufficient support policies of the state and many problems of the development of private higher education institutions themselves, the market space of private higher education institutions is constantly squeezed and forms the resistance to development (Wang & Liu, 2015). Facing the increasing competition in higher education market and the changing consumer market demand, more and more scholars and education managers in China have realized the importance and necessity of introducing marketing theories and methods into higher education field (Yuan, 2006).

The development of vocational education in China can be traced back to the founding of New China. From the beginning of exploration to leaps and bounds, vocational education has undergone continuous reform and innovation to find a development direction suitable for China's national conditions (Shi, 2006). Vocational education is a key component of China's education system, and the State Council has issued the National Implementation Plan for Vocational Education Reform. As China enters a new stage of development, industrial upgrading and economic restructuring are accelerating, the demand for skilled personnel in various industries is becoming more and more urgent, and the important status and role of vocational education is becoming more and more prominent (Xinhua News Agency, 2019).

As an important part of the national education system, private higher education institutions, the public is highly concerned about education issues in the 2021 National Congress, among which, vocational education is one of the most concerned themes, and the new stage and new situation make vocational education usher in brilliant opportunities and face severe challenges (Zeng, 2019).

The brilliant arrival of vocational education, the industrial transformation of modern society, and the rapid economic development are inseparable from professional and skilled talents, while the cultivation and output of professional

talents are inseparable from the development of vocational education (Hu, 2019). Although there are many university graduates who cannot find a job every year for various reasons, there is a staggering number of ten million shortage in technical positions every year, and this phenomenon makes people think about how to connect with the market and make vocational education cultivate more professional talents suitable for social and economic development seems very important. Among them, the training of talents should be given the highest priority (Fu, 2020).

While higher vocational education is developing rapidly, it is also facing severe challenges, the first of which is the increasing difficulty in enrollment and the great challenge to the survival and development of vocational colleges (Su, 2021). In 2019, the Government Work Report proposed a massive expansion of higher vocational institutions by 1 million students this year, and to "encourage more fresh high school graduates and retired military personnel, laid-off workers, migrant workers, etc. to apply". 2 million students will be enrolled in 2020 and 2021. This is a major development in the history of vocational education reform, a major opportunity to promote the development of vocational education, and a landmark in the history of vocational education (Liu & Chen, 2019).

## **1.2 Research Problems**

China's private higher education has emerged a market-oriented development model that is oriented by market demand and centered on enrollment work. As our country enters a new stage of development, the industrial transformation of modern society and the rapid economic development are inseparable from professional and skilled personnel, and the cultivation and output of professional personnel cannot be separated from the development of vocational education. How to integrate with the market, so that vocational education can cultivate more professionals suitable for social and economic development (Liu & Gan, 2008). As the total school-age population continues to decline, the number of effective students for higher education decreases, while the number of colleges and universities continues to increase (Chen, 2013). At the same time, under the influence of subjective and objective factors such as the guidance of public opinion, the tendency of the society, the insufficient strength of national support policies, and many problems in the development of private colleges and universities, the market space of private colleges and universities has been continuously squeezed, forming resistance to development. The first thing that bears the brunt is the increasingly difficult enrollment. The survival and development of Yunnan Vocational College of Economics, Trade and Foreign Affairs will face huge challenges. Based on the current enrollment status of Yunnan Vocational College of Economics, Trade and Foreign Affairs, how to improve the quality and quantity of the school's enrollment will be the research problem of this paper.

### **1.3 Object of the study**

The main purpose of this paper is to analyze the current enrollment marketing strategy of Yunnan Vocational College of Economics, Business and Foreign Affairs; from enrollment effect; macro environment; industry competition; SOWT analysis; target customers and demand analysis; STP analysis, to seek ways to improve the quality and quality of students and promote its internationalization, high-end and personalized development, so as to make better for China's vocational education business. The following are the research objectives of this thesis.

(1) To meet the demand for talents in society and improve the employment quality of students.

(2) To carry out the differentiated fee strategy and financial support and incentives for each major to improve the competitiveness of enrollment market.

(3) To create a diversified enrollment channel combining offline and online to enhance the school's publicity efforts.

(4) Establish and maintain good internal and external social relations to enhance the school's reputation.

(5) To serve the process-oriented, theoretical and practical combination, shaping the "people-oriented" talent training strategy, improve the quality of schooling.

### **1.4 Scope of the study**

The focus of this paper is on private higher vocational colleges in Yunnan Province, China, the research object is Yunnan College of Economics, Trade and Foreign Affairs, and the actual scope is mainly selected from senior graduates and parents of graduates, enrollment teachers and current students of Yunnan College of Economics, Trade and Foreign Affairs in Yunnan Province area. The college enrollment marketing, 4P marketing theory, and service marketing theory are applied to the enrollment marketing of private higher vocational colleges, and the market positioning of the college is clarified according to the analysis of the current situation and problems, and finally specific strategies are proposed to optimize enrollment. The study has some limitations and can only be applied to private higher vocational colleges in a similar situation as Yunnan College of Economics and Foreign Affairs, and is not enough to represent the whole Chinese private higher vocational colleges.

### **1.5 Significance of the study**

(1) Theoretical significance

This paper takes Yunnan College of Economics, Business and Foreign Affairs as the research object to explore how to crack the enrollment dilemma of private higher education institutions in China in order to promote the improvement of their student quality and quality and broaden the theory of quality assurance of private higher

education institutions. Based on his many years of front-line work experience, the author analyzes and identifies problems, analyzes them and solves them, so as to provide a feasible reference material.

## (2) Practical significance

To help Yunnan College of Economics, Business and Foreign Affairs solve the current enrollment problems. By studying the current enrollment problems of the college, we can find out the causes of the problems and provide targeted solutions to provide a reference for the college to improve enrollment management and alleviate the student dilemma. Secondly, it provides a reference for other private higher vocational colleges to solve their enrollment problems (Xiong, 2011). Since private higher education institutions face the same competitive environment and policy background, there are common problems in internal construction, management, enrollment, and talent training, and solving the enrollment problem of Yunnan College of Economics, Business and Foreign Affairs can provide a reference for the development of other private higher education institutions of the same type (Wang, 2017).

## **2 Literature Reviews**

### **2.1 Private higher vocational institutions**

Private higher vocational colleges are a kind of private colleges and universities, aiming to provide the professional and skilled talents needed by the society to meet the rapid development of the country and social economy. The private higher vocational colleges in this paper are full-time private vocational colleges approved by the provincial education department and filed with the Ministry of Education of China, which have the qualification of enrolling in the general admission (Jin, 2008). They have the qualification of issuing their own college diploma and their diplomas are recognized by the state. The purpose of the school is to cultivate innovative and skilled personnel who are able to adapt to the development of today's society and are oriented to production, construction, management and service. The target students are high school graduates, vocational high school graduates with high school equivalents and social candidates (Song, 2020) who are eligible to take the college entrance examination. The academic system of senior high school is three years, and it has the following advantages: first, the main character is obvious. Therefore, they do not need to apply to government departments and can arrange regular teaching activities according to their own needs without violating national laws and regulations and following the general policies of the government and relevant educational administrative departments. For example, the source of funding for school operation and other activities, how to allocate, manage and use the funds, independent enrollment and staff selection, independent teaching management and issuance of diplomas and academic certificates, etc. Second, the flexibility of school operation(Huang, 2009). Its unique operation mechanism makes it introduce the

market mechanism, and constantly adjust its ideas and directions according to the needs of the society; flexible and diversified forms of financing, so that its sources of funding can use government funding, fund raising or donations and other channels; the criteria for enrolling majors are unconventional, flexible and elastic. Third, the personalization of schooling (Huang, 2009). To establish a good source of students, enhance brand awareness, the formation of their own personality and characteristics, in order to better maintain and consolidate its favorable position in the competition.

## **2.2 College admission marketing**

Believes that the essence of enrollment marketing is promotion, which has many characteristics such as reciprocity, goal, timing, and planning, and the most closely related to college enrollment marketing is persuasion and promotion strategy (Liu, 2002).

Believe that enrollment marketing is a process of investigating user needs and using the results to guide the enrollment process, focusing on setting enrollment majors according to consumer needs (Nong & Liu, 2003).

Believe that the use of marketing concepts and methods for enrollment work is called enrollment marketing (Guo & Wang, 2004).

Believe that the admissions department should provide the marketing management method of colleges and universities to offer talent needs and market conditions and cooperate with relevant departments to decide the admissions major jointly. All departments together publicize and promote (Chen & Chen, 2006).

Believes that enterprises need marketing concepts for guidance when facing business difficulties. Higher vocational colleges can apply marketing concepts to enrollment work to propose solutions for higher vocational colleges to break through the enrollment dilemma (Xu, 2013).

Believes that students, parents, and other higher education audiences are consumers of higher education institutions, while educational services are the products higher vocational institutions provide. Enrollment marketing is the marketing of higher education services to consumers. He proposed that the 7P combined marketing is entirely applicable to marketing higher vocational admissions (Wang, 2015).

To sum up, college admissions marketing is the implementation of the concept of marketing into the admissions work by the admissions department of the school, and the advantages and characteristics of the school are passed on to qualified schools through websites, conferences, reports, advertisements, and other means. Conditions and the behavior of senior high school students willing to apply for the exam. Its goal is to attract more outstanding high school students to understand the school and help it complete its enrollment plan (Zhang & Bai, 2017).

## 2.3 4P marketing theory

American scholar Neil Borden put forward the concept of "marketing mix marketing" in 1953. When enterprises provide products or services, they should combine marketing elements and variables to meet market demands and maximizing profits (Hu, 2000).

Table 2.1 Marketing mix methods of the 4Ps

| 4P              | Content  |
|-----------------|--|
| Product         | The development of product features and highlights should be given top priority. |
| Price           | Adjust market prices according to market positioning and brand strategy          |
| Channel (Place) | Cultivate dealers and establish a sales network                                  |
| Promotion       | Stimulate consumers with short-term sales behavior                               |

Based on Neil Bodenje's research, Rom McCarthy (1960) proposed the famous 4P theory, which summarized the marketing mix elements into Product, Price, Place and Promotion. Philip Kotler (1967) further clarified the 4Ps as the core of the marketing mix, as shown in Table 2-1 (Yao & Li, 2011).

The 4Ps theory is the basic theory of marketing. It was the first to build the basic framework of marketing, which emphasizes product orientation and aims to meet market demand. It is the core and content of marketing theory, which has greatly contributed to the generation and development of new theories coming, and this has the initial value and the most core guidance for the marketing of enterprises.

## 2.4 Service marketing theory

It is considered that in the process of analysis of service marketing, the current situation of the development of service marketing and its application in China is firstly detailed. They believe that in recent years China's enterprises gradually began to pay attention to service marketing and its application in enterprises, but there are still many shortcomings in the process of service marketing. At present, the application of service marketing in Chinese enterprises is still in the exploration period, its development concept is relatively lagging behind compared to Europe and the United States, and the application strategy and business strategy are more solidified, to solve the above problems, it is necessary to step up the training of professional talents in order to further realize the change of concept, but also to ensure

continuous innovation of products and improve the output of service marketing (Lyu & Geng, 2018).

It is argued that when conducting research on service marketing focusing on analysis from the context of the Internet plus, companies need to make a shift in thinking, and in the context of the Internet companies should further enhance the design of their products and use Internet technology to further compensate for the shortcomings in service quality and quickly adapt to the increasingly changing market needs (Zhou, 2018).

It is believed that there is a mediating effect between the visual experience of customer satisfaction and customer loyalty, and that companies should pay attention to visual design and analyze the emotional patterns of customers when conducting service marketing in order to further improve customer satisfaction (Zhang, 2019).

It is believed that when analyzing the service marketing system in marketing, the analysis leads to service marketing strategies that can help companies make the right strategic direction, and also help them establish a good brand image as well as improve their overall competitiveness and achieve sustainable development (Li, 2019).

The analysis of marketing strategies suggests that in order to capture more market share in the face of increasingly fierce competition, it is necessary to pay attention to innovative marketing strategies to develop services, which can help companies understand the concept of customers, so that consumers receive targeted services, which can also further improve the overall competitiveness and market influence of the company (Tang & Yu, 2019).

To sum up, service marketing theory service marketing is a series of activities taken by enterprises to fully meet the needs of consumers in the marketing process under the premise of fully understanding the needs of consumers, the training of talent is the perfection and optimization of the service process, but also the embodiment of the value of service in the product.

## **3 Research Methodology**

### **3.1 Introduction**

This paper adopts a mixed research approach, which contributes to the flexibility of the research design and allows the combination of different types of studies to produce a more comprehensive result. For example, in this study, the theoretical literature related to enrollment marketing strategies of private higher education institutions is collected and organized through qualitative research literature analysis method to find out the concept of enrollment marketing in the literature about private higher education institutions. The questionnaire survey method and field interview

method, on the other hand, require the use of quantitative analysis for flexible design of valid questionnaires and data information collection to provide reference data for the study.

### **3.2 Hypothesis**

H1. The establishment of special educational products can meet the social demand for talents to improve the quality of students' employment.

H2. Differentiated fees have the benefit of improving the competitiveness of the enrollment market of private higher vocational colleges and universities.

H3. Diversified enrollment channels have the benefit of enhancing school publicity and improving the quantity and quality of students.

H4. Public social relations maintenance can improve the school's social influence.

H5. Service marketing has benefits to promote the school's high quality development.

### **3.3 Data Collection**

Interviews: Field research was conducted with admissions teachers, senior graduates and parents of candidates from Yunnan College of Economics, Business and Foreign Affairs; different interview outlines were developed for different subjects. The interview questions focused on the enrollment situation and opinions on improving the competitiveness of enrollment. The second is the senior graduates (50 people), the usual simulation results are on the edge of the undergraduate line, 25 male and female students respectively. Third, parents of graduating students (20), with students in the middle and lower grades, and 10 parents from rural families and 10 parents from urban families, respectively. The interview questions with seniors and parents of graduates focused on how much they knew about Yunnan vocational college of economics and foreign affairs, how they knew about it, and whether they were willing to attend Yunnan vocational college of economics and foreign affairs given the choice of attending a vocational college and the reasons for the gate.

Questionnaire survey: It is a questionnaire survey conducted on three classes of students in Yunnan College of Economics, Trade and Foreign Affairs, Class 2019, Class 2020 and Class 2021. In order to track the target customers and find out the needs of the target customers more accurately, a more comprehensive questionnaire survey was conducted, which was organized by the counselors of each class in each second-level college. The total number of freshmen in the class of 2020 is 5,174, filling 3,989 valid questionnaires, accounting for 77.10% of the freshmen; the total number of freshmen in the class of 2021 is 6,082, filling 5,083 valid questionnaires, accounting for 83.57% of the freshmen. The survey group has basically covered all the majors of the entering freshmen, and the questionnaire has 15 questions which are



all optional, which also effectively ensures the scientific and validity of the questionnaire.

In order to ensure sufficient sample size, the online questionnaire was opened for half a month, 3600 questionnaires were distributed to the class of 2019, 2160 valid questionnaires were filled in, with an efficiency rate of 60.00%; 5000 questionnaires were distributed to the class of 2020, 3989 valid questionnaires were filled in, with an efficiency rate of 79.78%; 6000 questionnaires were distributed to the class of 2021, 5083 valid questionnaires were filled in, with an efficiency rate of 87.72%. Class 2021 issued 6,000 questionnaires, filling in 5,083 valid questionnaires, with an efficiency rate of 87.72%, which can meet the needs of analysis and validation of the data analysis model of this paper.

### 3.4 Confidence and validity analysis

The basis of the expert's judgment of the solution and the expert's familiarity with the problem. It is generally based on self-evaluation and expressed by the expert authority coefficient (Cr), whose higher value indicates higher reliability. The frequency of experts' judgment basis and familiarity with the consulting content are shown in Table 3.1 and Table 3.2. previous studies concluded that  $Cr \geq 0.7$  is an acceptable value, and  $> 0.8$  indicates high reliability. Calculations yielded:  $Ca = \sum M_j W_j / M = (4 * 0.5 + 3 * 0.3 + 0 * 0.2 + 6 * 0.3 + 1 * 0.2 + 0 * 0.1 + 2 * 0.2 + 3 * 0.1 + 2 * 0.1 + 0 * 0.1 + 0 * 0.1 + 0 * 0.1 + 7 * 0.1) / 7 = 0.929$ ;  $Cs = (4 * 1 + 2 * 0.8 + 1 * 0.6) / 7 = 0.89$ .  $Cr = (Ca + Cs) / 2 = (0.93 + 0.89) / 2 = 0.91$ , indicating a high authority of the experts.

Table 3.1 Frequency table of expert judgment basis

|                       | Influence level |        |       |
|-----------------------|-----------------|--------|-------|
|                       | Big             | Middle | Small |
| Experience            | 4               | 3      | 0     |
| Theoretical knowledge | 6               | 1      | 0     |
| Reference             | 2               | 3      | 2     |
| Intuition             | 0               | 0      | 7     |

Table 3.2 Frequency table of experts' familiarity with content

| Familiarity   | Very familiar | More familiar | Generally familiar | Not familiar with | Unfamiliar |
|---------------|---------------|---------------|--------------------|-------------------|------------|
| Assign points | 4             | 2             | 1                  | 0                 | 0          |

## 4 Finding and Conclusion

By sorting through the interview results and questionnaires.

1.it can be found that. 90% of the admission teachers submitted that they lost students due to few specialties of the school; parents unanimously believe that it is not good to find jobs after graduation from private vocational colleges; 59.0% of students are generally satisfied with their chosen majors, 11.6% will work in related majors after graduation, and 33.2% have no plans; from the above, it can be concluded that the majors setting of the school should be more to the strong market demand and Most students have a lot of room for plasticity. How to establish a competitive educational product is one of the marketing strategies to improve the quality and quality of our school's enrollment.

2.90% of the admissions teachers mentioned that they lost students due to high school tuition, and 90% of the parents mentioned that it was difficult to afford the high school tuition; 54.9% of the school's students came from rural areas, 45.1% from urban areas, and 33.0% had an annual family income of 5-10w, followed by 5w, with the lowest percentage of 15w or more. From the above, it can be concluded that how to meet the needs of students with different family incomes is one of the marketing strategies to improve the quality and quality of our school's enrollment.

3.75% of admissions teachers mentioned that they missed out on students because of fierce competition from various schools, 95% of parents mentioned that they had never heard of the school because it was not well known; 82% of seniors mentioned that they would prefer to attend the school of their classmates and friends; in terms of professional channels for students to learn about the school, search engines and recommendations from classmates and friends accounted for the highest percentage; in terms of enrollment promotion methods 25.0% of students like alumni to return to school to promote the school, and 23.0% of students like Shake and Crypto. 24.0% of students like WeChat, network promotion, 23.0% of students like Jitterbug, Racer, from the above can be seen: the school to increase future alumni resources training will have a positive effect on the school's brand, the application of the network is the top priority of future enrollment publicity. How to innovate diversified enrollment channels is one of the marketing strategies to improve the quality and quality of our school's enrollment.

4.75% of the admissions teachers mentioned the low social recognition of the school, 90% of the parents mentioned that the private school is not as good as the public one; 44.6% of the students make their own decisions when choosing volunteers, followed by parents, while the percentage of classmates, friends and teachers is very low, indicating that students are becoming more and more autonomous when choosing volunteers, and parents dominate among the groups that can influence the students themselves; only 0.8% of the students know more about the school. Only 0.8% of the students know more about Yunnan vocational college of economics and foreign affairs, and 47.7% of the students know nothing about Yunnan

vocational college of economics and foreign affairs, which means that the school's influence in the society is still not strong, and there is a lot of room for strengthening marketing in the future. From the above, it can be seen that how to maintain good public social relations of the school and enhance the school's social influence is one of the marketing strategies to improve the quality and quality of our school's enrollment.

5.From question 7 of the questionnaire it can be seen that the school first volunteer selection rate is very low less than 1%, and most of the population is dominated after the sixth volunteer, indicating that there are more and more competitors in the market and a difficult situation in enrollment. Students' concerns about the school in terms of specialization, admission score line, enrollment plan, social reputation, faculty, campus environment, academic upgrading, employment, the city or tuition fees accounted for the same 11.1%, indicating that the current students' concerns about the school, involving a variety of aspects. From the above, it can be concluded that how to strengthen the "service to students as the center", to promote the high quality development of the school, is one of the marketing strategies to improve the quality of our school enrollment and quality.

## **5 Recommendation**

### **5.1 Pay attention to the construction of educational products**

First, to form special majors with market-oriented. On the basis of keeping the existing advantageous majors, try to concentrate resources and efforts to continue to build special majors to achieve real special education and learning, so that the students trained by the school can meet the demand of the society for talents (Zhao, 2012). Second, optimize the professional training program and curriculum system. Strengthen the connotation construction and characteristic building of majors, focus on application practice and innovation and entrepreneurial ability, and build a distinctive vocational application technology-based talent training system. Third, strengthen school-enterprise cooperation to strengthen practical teaching in schools. With the integration of industry and education, school-enterprise cooperation, "apprenticeship", "engineering alternation" and other educational modes, let enterprises participate in the cultivation of students' abilities, one-to-one teaching practice guidance for jobs, strengthen students' professional and practical abilities, meet students' personality development, and provide students with more opportunities for employment (Liu, 2018). Fourth, to improve the quality of student learning and employment. Kotler has suggested that it is the customer who designs the product in the end, and the customer determines the emergence and future of the product (Kotler, 2017). As service recipients, students and parents often have more say in the quality and utility of educational services and the growth of students, and the opinions and suggestions of students and parents can serve as the basis for service improvement and service reinvention.

## **5.2 Improve the price strategy of differentiated charges**

Differential charges are implemented for different majors. In recent years, the number of private colleges and universities has gradually increased, the competition in enrollment market has become increasingly fierce, the opening of charging autonomy has prompted the increasing gap between the charges of private colleges and universities and public colleges and universities, and the increase of charges directly affects the competitiveness of private colleges and universities. After carefully interpreting the policy and fully investigating the market, the school should set a reasonable price increase mechanism based on the actual development of the school, and the standard of tuition fees should be different according to the nature of the majors studied because of the implementation of differentiated pricing strategy (Qu, 2013). Establish a policy of financial aid incentives that match the fees. The establishment of scholarships can help motivate students to apply and study, and can draw on the experience of other universities' admissions to attract quality students by means of scholarships. In Singapore, Hong Kong and the United States, scholarships have been one of the ways to attract outstanding students (Sheng & Wang, 2006). We can learn from the good practices of domestic and foreign institutions, attract more high-quality students, increase and optimize the types of scholarships, provide abundant work-study positions, implement the policy of graduation job support, and increase the innovation and entrepreneurship awards in response to the environment of "mass innovation and entrepreneurship", which is beneficial to the improvement and cultivation of matched application-oriented talents.

## **5.3 Form a stable and diversified enrollment channel**

Establish a stable high school contact system. Enrollment channels are an important part of the enrollment marketing strategy, establish a sound high school enrollment student base, through educational marketing methods, give the quality and quantity of students to the high school to carry out the examination mutual aid activities, subtle cultivation of students' cognitive ability of vocational colleges, reduce the pressure of high school teachers to promote (Zhang, 2017). Optimize the marketing and service functions of the network channel. With the popularity and application of the Internet, the network channel has become one of the important ways for candidates and parents to contact and understand the target institutions, and the network set channel has the advantages of wide audience and timely updates (Wang, 2018). It can play a facilitating role in helping candidates and parents to select schools through WeChat, microblogs, websites, short videos, live streaming, and official websites of schools.

## **5.4 Good public relations maintenance**

For schools, the maintenance of public relations should be carried out in two aspects: internal public relations and external public relations (Wu, Wang & Wan, 2014). Do good management of internal public relations. For the success of public relations, all staffs from the top to the grassroots should be public relations personnel, and good management of public relations for all staffs can create a public relations culture and atmosphere (Feng, 2002). To manage external public relations well. Firstly, strengthen the contact with government departments, actively communicate with education authorities in time and effectively, understand the latest education policies, actively take social responsibility and continuously strengthen the ability of private universities to serve the society. Secondly, strengthen the contact and communication with social media. Take the initiative to communicate with local major media and Internet media such as Sina, Tencent and Baidu to publicize and promote the recent development of the school, the deeds of outstanding students and various activities organized by the school, which is conducive to enhancing the social influence of the school and establishing a good reputation (Cheng, 2008). Again, it is important to strengthen the contact with parents of students. In the enrollment promotion, we explain and promote the enrollment policy and advantages of the school to the parents, and invite them to visit the school to reassure them. Finally, we will strengthen the relationship with graduates. Actively play the power of alumni work, to meet the students love school, school, pro-school student sentiment, to provide a haven for graduating students, with the power of the majority of alumni to expand the visibility and influence of the school.

## **5.5 Service process strategy**

With the rapid development of the service industry and the increasing proportion of the service economy, service marketing is assuming an increasingly important role. Service marketing is not only widely used in business administration, but also successful in the western education field. Private colleges and universities face many difficulties in enrollment, and the service marketing concept helps to improve the enrollment quality of private colleges and universities, so the service marketing concept has the interest to guide the enrollment work of schools (Ye, 2015).

The enrollment service of higher education institutions runs through the whole education and teaching process from the admission of candidates, to the arrival of students, and then to the graduation and departure of students, that is, to admit students into the school also to stabilize them and not to lose them to cultivate them well, so the monitoring of the service process is also very important, especially in the admissions process is more related to social ethics issues such as educational equity (Yang & Zhu, 2007). In the admissions control process to strictly implement the relevant policies of the Ministry of Education, adhere to the "open, fair and just"

principle, to improve the satisfaction and credibility of the admissions work. The process of new students to do a good job of reception, to provide warm, efficient, high-quality service, shorten the process of registration, simplify the registration procedures to the satisfaction of new students and parents. The education and teaching process is student-centered, and the teaching methods are reformed to cultivate first-line high-quality skilled talents that can be used and retained by enterprises and have room for advancement (Zeng, 2012).



## REFERENCES

- Chen, K. (2013). Research on Countermeasures of Higher Vocational Enrollment Work under the Situation of Tightening Student Source. *Chizi*, (23), 239-239.
- Chen, S. S. & Chen, L. L. (2006). A Review of Marketing Theory Research in Chinese Universities. *Productivity Research*, (1), 249-251.
- Cheng, C. Y. (2008). *Research on External Public Relations of Universities* (Master's thesis, Nanjing Normal University).
- Feng, X. (2002). Public relations and the establishment of the image of college teachers. *Journal of Guangxi Finance College*, (S1), 10-11.
- Fu, X. L. (2020). Change and Innovation: The Response of Higher Vocational Education under the Background of Enrollment Expansion. *Journal of East China Normal University (Educational Science Edition)*, 38(1), 23.
- Guo, G. Q. & Wang, H.W. (2004). Research on Enrollment Marketing Strategy Based on Candidates' Demand Preferences. *China Soft Science*, (7), 1-6.
- Huang, L. H. (2009). SWOT Analysis and Development Strategy Research of Private Higher Vocational Colleges. *Modern Commerce and Industry*, 21(11), 205-206.
- Hu, H. P. (2019). Higher Vocational Enrollment Expansion by 1 million Forces Enrollment System Reform. *China Youth Daily*, 05-13.
- Hu, J. X. (2000). The latest evolution of marketing theory. *Chinese and Foreign Management*, (9), 60-63.
- Kotler, P. (2017). Philip Kotler: some of my adventures in marketing. *Journal of Historical Research in Marketing*.
- Li, K. (2019). On the Importance of Service Marketing in Marketing. *Farm Staff*, (5), 244.
- Liu, F. (2018). *Research on the Perfect Countermeasures of School-Enterprise Cooperation Mechanism in Higher Vocational Colleges* (Master's thesis, Hunan Normal University). Hunan.
- Liu, J. F. (2002). *Research on the Recruitment Strategy of a University* (Master's thesis, Southwest Jiaotong University). Sichuan.
- Liu, X. & Chen L.B. (2019). The Reform of Higher Vocational Enrollment System under the Background of Million Enrollment Expansion: Realistic Appeal and Reform Path. *Exploration of Higher Vocational Education*, 18(5), 1-7.
- Liu, X. H. & Gan, Y. K. (2008). Enterprise development is inseparable from vocational education. *Gansu Science and Technology*, 24(18), 189-190.
- Lyu, M. Y. & Geng, G. Z. (2018). The development status and countermeasures of service marketing in my country. *Economic and Trade Practice*, (14): 233-235.
- Jin, Y. L. (2008). Brand Strategy of Private Higher Vocational Colleges. *Journal of Liaoning Administration Institute*, (6), 150-150.

- Mo, D. M. (2018). Review and Prospect of Internet Admissions Marketing Research in Colleges and Universities. *Contemporary Education Science*, (4).
- Nong, W. D. & Liu, L. (2003). On the Marketing Management of Universities. *Southeast Asia Aspect*, (6), 73-76.
- Qu, J. (2013). Research on Differentiated Pricing System of Tuition Fees in British Higher Education. *Price Theory and Practice*, (6), 85-86.
- Sheng, X. N. & Wang, Y. Q. (2006). Comparison and Reference of Chinese and British College Enrollment Systems. *Foreign Education Research*, 33(11), 51-54.
- Shi, Q. H. (2006). Ideals and policies for the development of vocational education in my country in 2020. *Vocational and Technical Education*, 19.
- Song, J. J. (2020). Analysis of the "4P" strategy of enrollment management in private higher vocational colleges. *Modern Vocational Education*.
- Su, Y. (2021). Challenges and Countermeasures of Higher Vocational College Enrollment Examination under the Background of the Special Plan of "Million Enrollment Expansion". *Education Observation*.
- Tang, J. L. & Yu, Z. R. (2019). Analysis of Enterprise Marketing Management and Innovation Strategy. *Modern Marketing (Second Period)*, 12,71-72.
- Wang, C. C. (2018). Higher Vocational College Enrollment Propaganda Strategies in the New Media Environment——Taking Beijing Industrial Vocational and Technical College as an Example. *Journal of Beijing Industrial Vocational and Technical College*, 17(3), 53-56.
- Wang, L. B. (2017). The Path to Solve the Enrollment Difficulties of Higher Vocational Colleges. *Journal of Dali University*, 2(1), 88.
- Wang, S. (2015). *Research on Enrollment Marketing Strategy of Anhui Z Vocational College* (Master's thesis, Anhui University). Anhui.
- Wang, S. P. & Liu, H.P. (2015). Mixed Ownership: Exploration of "Marketization" in Higher Vocational Reform. *Education and Occupation*, 2, 22-28.
- Wu, H. G., Wang, L. X. & Wan, L. Y. (2014). Research on the Enrollment Work of Higher Vocational Education Based on the Perspective of Public Relations. *Journal of Liaoning Higher Vocational Education*, 16(5), 75-79.
- Xinhua News Agency. (2019). The State Council issued the "National Vocational Education Reform Implementation Plan". *Educational Development Research*, 39(3), 77.
- Xiong, B. Q. (2011). The logic behind the education reform of "lenient entry and strict exit". *China News Weekly*, 46.
- Xu, Z. P. (2013). The Application of Marketing Concepts in the Enrollment Work of Higher Vocational Colleges. *Market Forum*, (11), 101-102.
- Yang, L. & Zhu, F. P. (2007). Introducing the concept of service marketing to resolve enrollment problems. *Chinese Market*, (13), 80-81.



- Yao, N. & Li, W. Q. (2011). "New" Marketing Strategy of China's "Old" Industry—  
—A Case Study of Enrollment Link in China's Higher Education Industry  
Chain. *Productivity Research*, (6), 117-118.
- Ye, X. L. (2015). Research on Enrollment Strategies of Private Universities Based on  
the Perspective of Service Marketing—Taking Ningbo Red Eagle College  
as an Example. *Science and Education Wenhui*, (1), 138-139.
- Yuan, G. H. (2006). *Higher education marketing based on customer orientation*.  
Tsinghua University Press Co., Ltd.
- Zha, M. H. (2010). *Research on the development model selection of private higher  
education in China* (Doctoral dissertation, Nankai University).
- Zhang, J. Y. & Bai, Z. P. (2017). The marketing model and its realization path in the  
management of college students. *Jianghuai Forum*, (5), 150-152.
- Zhang, L. L. (2017). Exploration on the Diversified Development of Enrollment  
Channels in Higher Vocational Colleges. *Research on Curriculum  
Education*.
- Zhang, Y. L. (2019). Research on the Influence of Visual Experience on Customer  
Loyalty in Service Marketing. *China Business Theory*, (2): 83-84.
- Zhao, P. H. (2012). Research on the Experience of Specialty Construction in Colleges  
and Universities. *Chinese Adult Education*, (8), 117-119.
- Zhou, X. (2018). Research on the Innovative Combination of Service Marketing  
Elements under the Background of the Internet + Era. *Value Engineering*,  
(30): 99-101.
- Zeng, H. Y. (2019). *Research on the connection between secondary and higher  
vocational education* (Master's thesis, Nanchang University). Nanchang.
- Zeng, J. W. (2012). Cultivating skilled talents to serve the development of industrial  
clusters. *Fujian Education: Professional Education*, (2), 27-31.