

MARKETING ASPECTS OF HIGHER EDUCATION

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ABSTRACT

The main purpose of the author in this paper is to promote higher education through marketing principles & strategies. In addition the reader will observe that how the effectiveness of higher education can be increased through the concept of marketing mix (4P's). Through different marketing programs on product side it has been discussed as to how the state of curriculum can be improved which at present seems not satisfactory.

INTRODUCTION

Universities are the places where character is formed, attitude shaped, & mind enriched. The higher seats of learning are able to produce some young man, and woman with fair amount of idealism, with a heightened sense tolerance, compassion, personal integrity and moral courage.

The role of higher education in enhancement of productivity, efficiency and social development cannot be ignored. Sociologist also argue that general education ordinary and higher education particularly brings a change in the individuals for promoting greater productivity, cultivating modern attitude, value and beliefs about work and quality of life. Progress in the education sector is crucial for achieving meaningful economic development and intellectual advancement of society. This truism no body can deny.

In the absence of well planned education system no nation can economically develop, socially advance and individually progress. Education and socio - economic development goes a hand in hand in any democratic state. Education should not be seen as an activity separated from work but as an integral part of the carrier development of the individuals. Similarly it should not be seen as something to be distinguished from leisure activities but as a satisfying way of people to spend a par of their leisure time.

Therefore, marketing principle and strategies can also be used for promoting higher education. Marketing in the modern atomic and space age is playing vital role in the profit and non profit oriented, Manufacturing,