

MARKET RESEARCH IN HIGHER EDUCATION

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ABSTRACT

The future of India will be formed in the classroom. While India has made great steps in improving the education system but much still remains to be done. Higher education institutions are becoming more aggressive in their marketing activities to convey a favourable image to their public, prospective students, parents, employers, funders etc. Social marketing is enormously growing in modern era. Educational marketing (a component of social marketing) involves designing educational institutions to effectively meet identified needs. Besides general purpose needs to identify potential customers and adapting educational programs, marketing researches includes analysis of the student ' s perception towards the services offered by the university. This research paper focuses on the use of market research in higher education in India.

KEYWORDS: social marketing, market research, education institutions, student ' s perception.

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