

# Marketing Strategic Study of University Extension Education

夏光華、劉原超

E-mail: 9106985@mail.dyu.edu.tw

## ABSTRACT

ABSTRACT With the transition on the current enlightenment of educational trend, the flow of lifelong education has reversed the traditional educational system through the lifelong learning by the people in society. Universities are the most critical place for lifelong education innovation, development, and promotion. In recently years, many universities have established their extension education centers. It also suits for the people that wish as well as society's needs in lifelong education and with the purpose of satisfying people's learning. If universities run extension education by utilizing marketing strategy, the educational resources can be made full use of and lifelong education, development, personal resource quality and national competition can be achieved. Also, the income of extension education will help in increasing increase school funds, and can extend the equipment of teaching. Through the analysis of collected information, we understand that many universities in Taiwan managing extension education are facing tough challenge in recent years. By utilizing marketing strategy, it will help universities' extension educational centers see clearly what threat or opportunities they are facing. From the statistics of survey information, we understand universities that have unitized the marketing strategy have great achievement in the quantity of both enrolling new students and income. Therefore, every university should support the extension educational center fully. It shouldn't become inferior in competition for the reason of lack of personnel and budget. Another result I got from this survey is that the most popular classes opened in each university extension center are of no difference, no matter where the extension education center is located. Therefore, each university extension education center that will explore the market in other cities or countries does not have to consider the space of the market. As far as management for teaching and administration is concerned, extension education center can to a moderate degree cooperate with other schools for the economic effectiveness. In addition, private universities adopt more active attitude and measures than national universities in the strategy of price and marketing. It is obvious that private universities have long since taken active strategy under the pressure of existence and competition from other national universities. Though national universities have the advantage of competition in the extension education market, they are also facing the government's financial cut in support and the challenge from other universities. They should adjust the strategy to deal with the disadvantage. In addition, each university extension education center can consider changing its name to "lifelong education" to avoid people's getting confused in the meaning, and scope of the extension of lifelong education. Lifelong education can contain adult education, continuing education, college extension education, and recurrent education. In changing its name into, for example, lifelong educational center, it will not only match the trend of lifelong education, but also bring to people's better understanding of this center's function and position.

Keywords : 大學推廣教育 ; 行銷策略

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