The study of interactions between Recruiters and Entry Decision-markers:As an Example of a Private High School

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ABSTRACT

The study aims to explore the content of interactions between the recruiters of private high schools and the decision-makers of applicants—usually their parents. Four dimensions—marketing mix, personnel, process and presence—are viewed to understand the decision-makers' positive and negative perception resulted from the binary interactions, so that some principles and strategies of interactive marketing can be induced. The study interviews 33 decision -makers and 4 teachers from a private high school to conclude the following: 1. The word and mouth among decision-makers can be powerful communication tool for schools. 2. Communication through opinion leaders impact the credibility of programmed information. 3. Values can be created by developing partnership with decision- makers. 4. It's necessary to monitor the un-programmed information to deal with the possible impacts that may lead to negative perception.

Keywords : Relationship marketing, Interactive marketing, Recruiting strategy

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