

A Study on the Effect of Integrated Marketing Communications on Improving the Brand Image of Technical and Vocational ..

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ABSTRACT

Technical and vocational education is a very important component in Taiwan's educational system. It has contributed significantly towards the economic development of Taiwan. In recent years, due to the rapid increase in the number of post-secondary educational institutions and the decrease in the total of number of students in Taiwan, technical and vocational colleges are facing the problem of decreasing student enrollment. The objective of this research is: How should integrated marketing communications be applied in order to improve the brand image of the schools and increase students' willingness to enroll? This research utilizes the survey method, using affiliates of a technical university in central Taiwan as the sample population to investigate their effect on the conducts of integrated marketing and the results, as well as investigate the relationship among marketing communications conduct, communications results, and the schools' brand image. A total of 500 surveys were sent out, 418 surveys were returned, with a return rate of 83.6%. After data and statistical analysis, the following are the main conclusions: 1. Integrated marketing communications techniques have a significant positive effect on the brand awareness of technical and vocational schools. 2. Integrated marketing communications techniques have a significant positive effect on students' willingness to enroll. 3. Brand awareness, which is a result of applying integrated marketing communications, has a positive effect on the brand image of technical and vocational colleges. 4. Student willingness to enroll, which is a result of applying integrated marketing communications techniques, has a positive effect on the brand image of technical and vocational colleges. 5. Significant discrepancies exist in attitudes towards integrated marketing communications techniques among samples from different geographical areas. 6. Significant discrepancies exist in the results of the integrated marketing communications techniques among various student age groups. 7. Significant discrepancies exist in the acknowledgment of school brand image among various student age groups. The above results conclude: When utilizing integrated marketing communications, funds should be spent on techniques that have the best results to better utilize school resources and significantly increase the students' willingness to enroll.

Keywords : integrated marketing communications ; technological and vocational education ; brand image

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