

How marketing works?

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ANALYSE

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Marketing Mix

- **Product (service)** – Bachelor, Master, PhD and Exchange studies
- **Place** – modern campus vs. Traditional old buildings in city centered
- **Price** – €2.000 – €4.000; (Faculty of Medicine €7.200 – €12.500)
- **Promotion** – later
- Marketing mix of services - + People, Processes, Premises

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SWOT

S	W
<ul style="list-style-type: none"> - Facilities - Reputation - Research - Centre for International Cooperation - Community - Teiresias - Tradition - City of Brno - Tuition 	<ul style="list-style-type: none"> - Weak offer of programmes - Marketing Budget - Heterogeneous communication - Low brand awareness - Admission follow up - Website - Low awareness of the Czech Republic - Targeting - Only humanities - Lack of surveys and hard data
O	T
<ul style="list-style-type: none"> - City of Brno - Cooperation with Brno's Universities - VISA requirements - Low cost of living - Safety - Lower interest in Prague - Student ambassadors - Student community - Migration from east to west - Increase of budget 	<ul style="list-style-type: none"> - Competition abroad - Competition in the Czech republic - VISA requirements - Even lower budget - Change of MUNI strategy - Increase in interest in technical programmes - Decrease in interest in higher education as such

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Targeting

a) Geographic – Target countries

b) Demographic

- 18+, male/female, from target countries, interested in programme we offer = primary target group
- Parents, agents or high schools = secondary target group

c) Personas

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Brand

- Archetype: Magician
- Dynamic, influential, charismatic and clever
- Able to view the world through many different lenses
- Driven to understand the fundamental laws of the universe in order to make dreams into reality
- Magician connects to experiences of synchronicity, flow, and oneness, with a curiosity about the hidden workings of the universe.

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plan

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Mission

1. To increase number of students from abroad studying in English programmes
2. To increase brand awareness of Masaryk university

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Message

- Tradition x Modernity
- Affordable studies and life in Brno
- Centre of Europe
- Safety of the Czech Republic

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Online

- Website – information, guides, offer, description of programmes
- Social Media:
 - Facebook –longer information, important information in informal way, admissions
 - Instagram –building a community, photos from Uni or Brno. Content is partly made by students themselves
 - Twitter – short, up to date information, mainly for academic and professional communication

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- Portals offering studying abroad:
- Newsletter for potential students – contacts from web form, or from portals
- Paid display ads – banners
- Admission service – admission team on each faculty, email consulting, help with admission process, applying

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Offline

- Printed materials
- Direct marketing
- Degree student Ambassadors
- Exchange student Ambassadors
- Agents and agencies

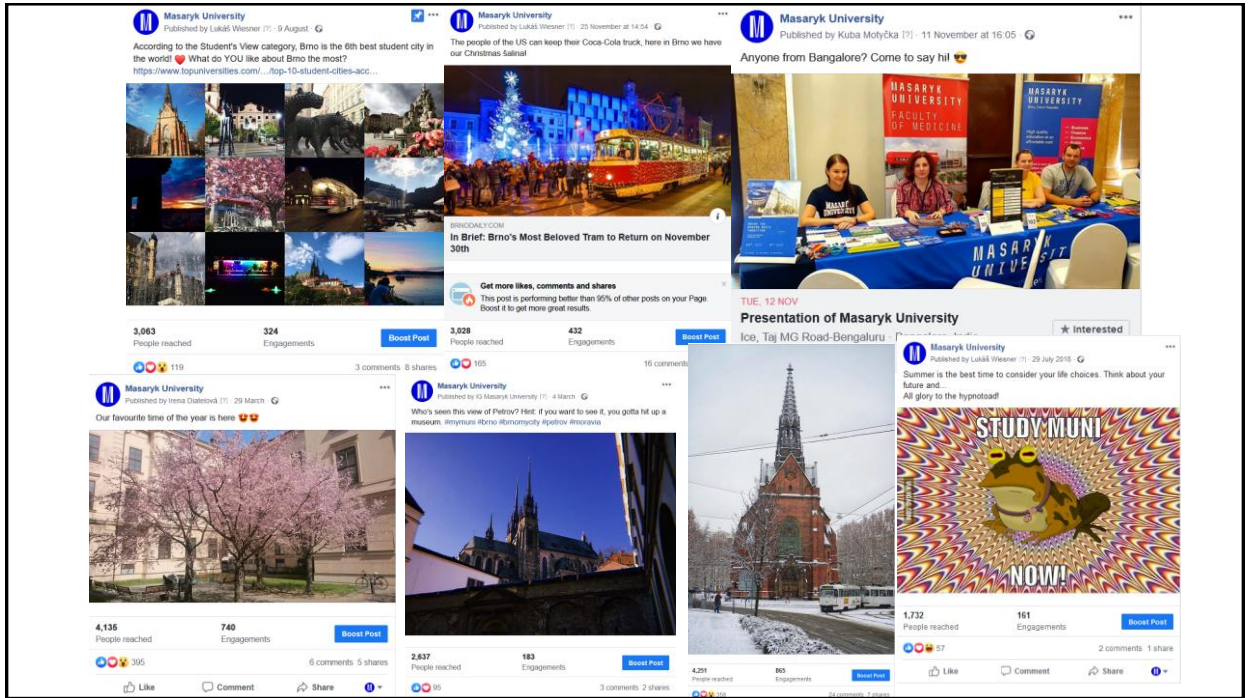
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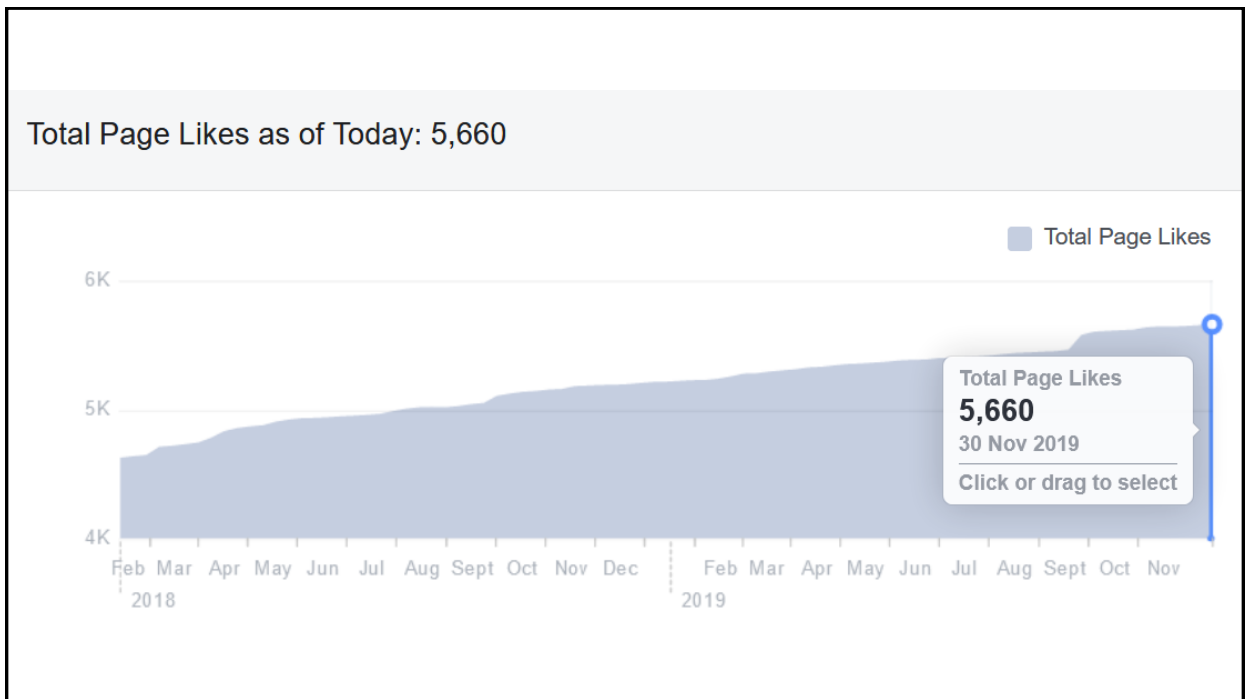
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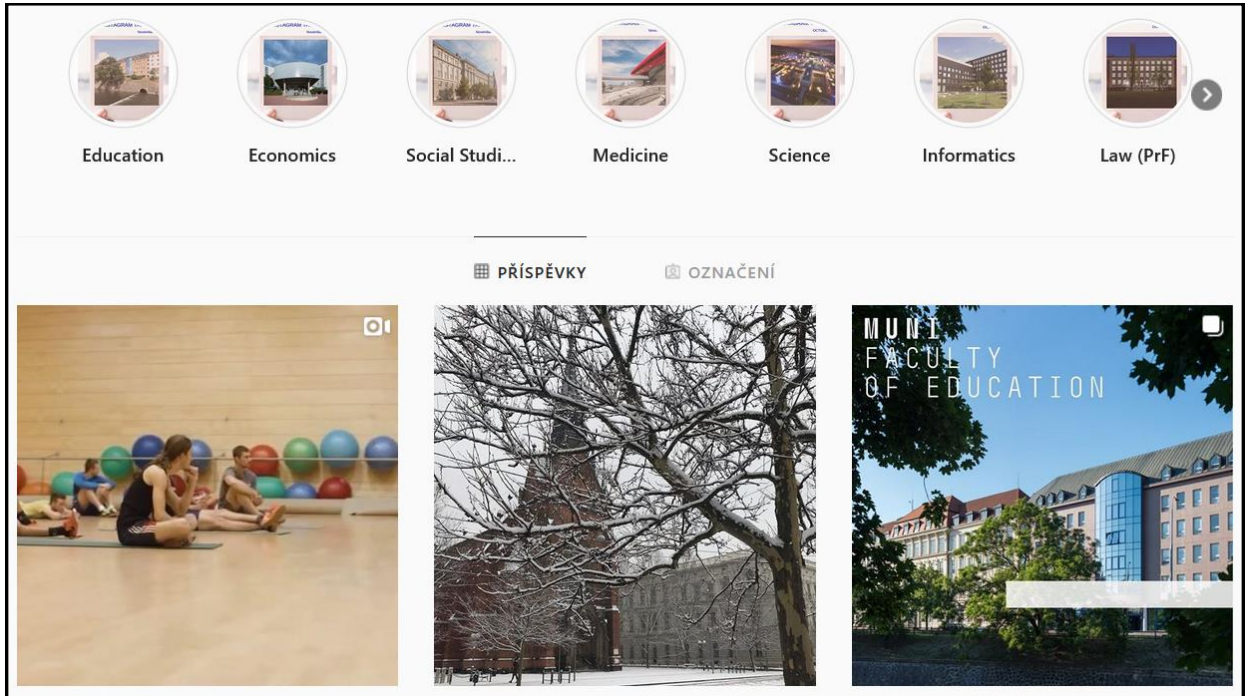
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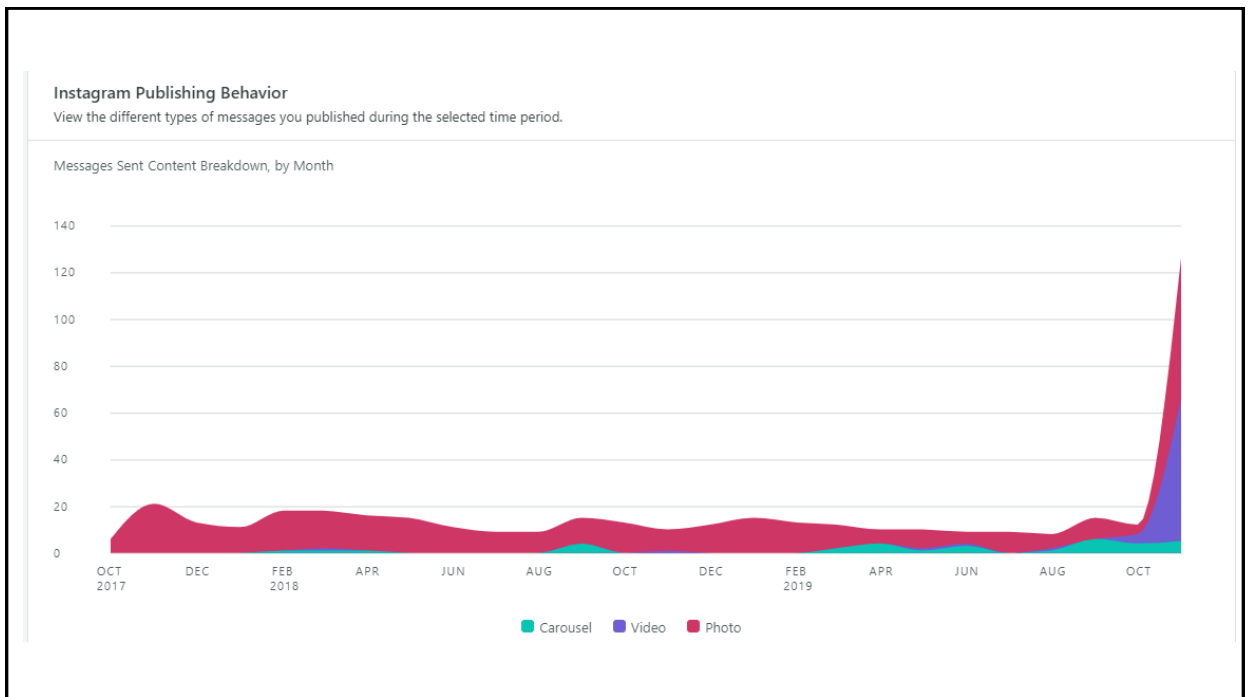
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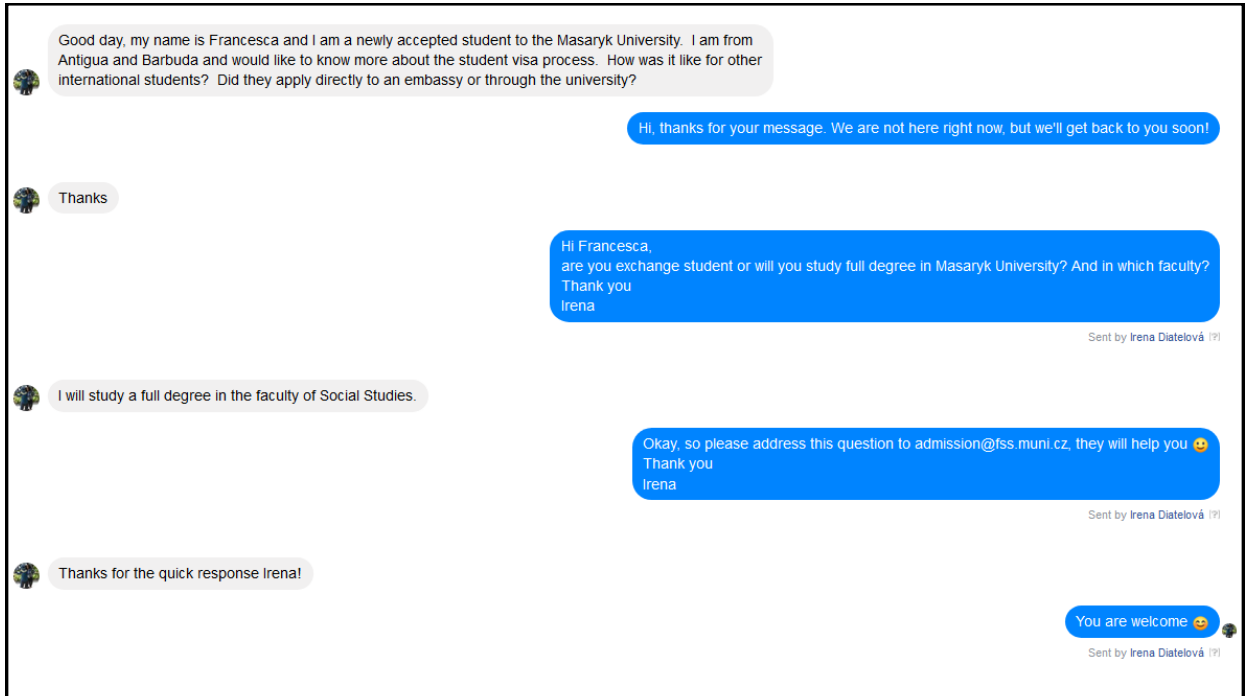
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A Survey of Attitudes of Foreign Applicants to study at MU

🔗 Jak funguje aplikace Výsledky průzkumu?

[Zvolit jen některé otázky](#) (nyní zvoleny všechny, celkem 7)

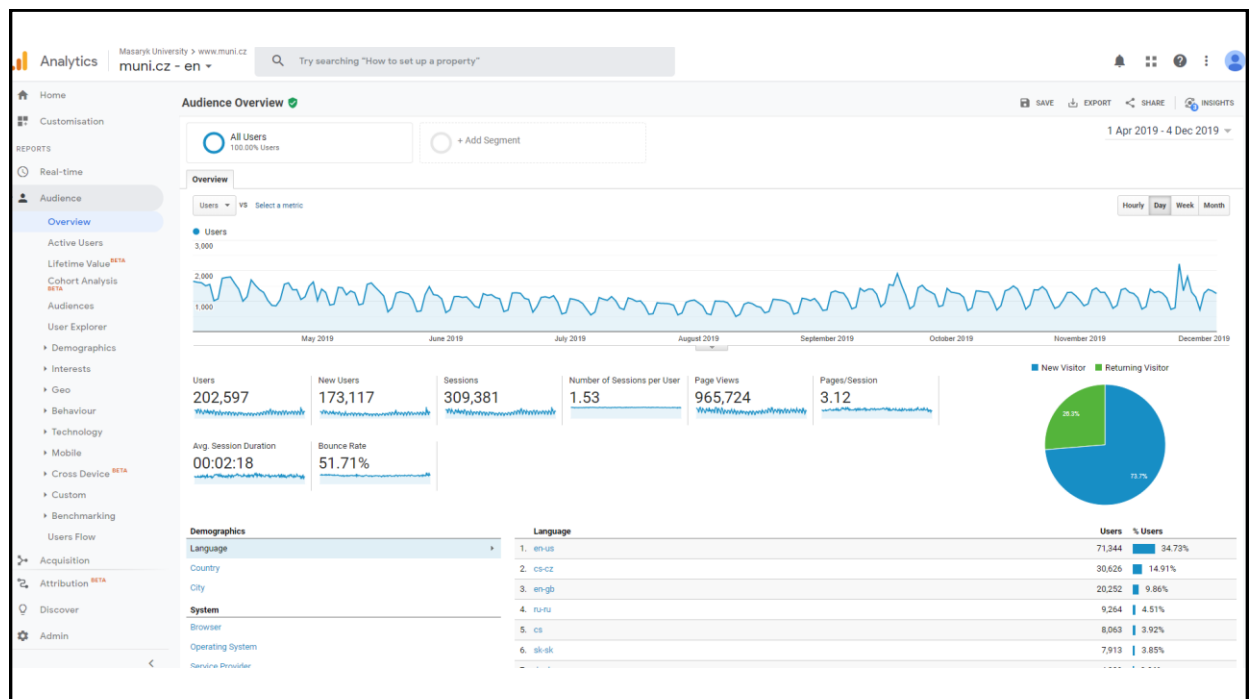
Odpovědi: ☒ všechny ☐ jen nepřečtené
 Řadit dle: ☒ otázek ☐ respondentů
 Zobrazení: ☒ úplné ☐ úsporné

[Zobrazit](#)

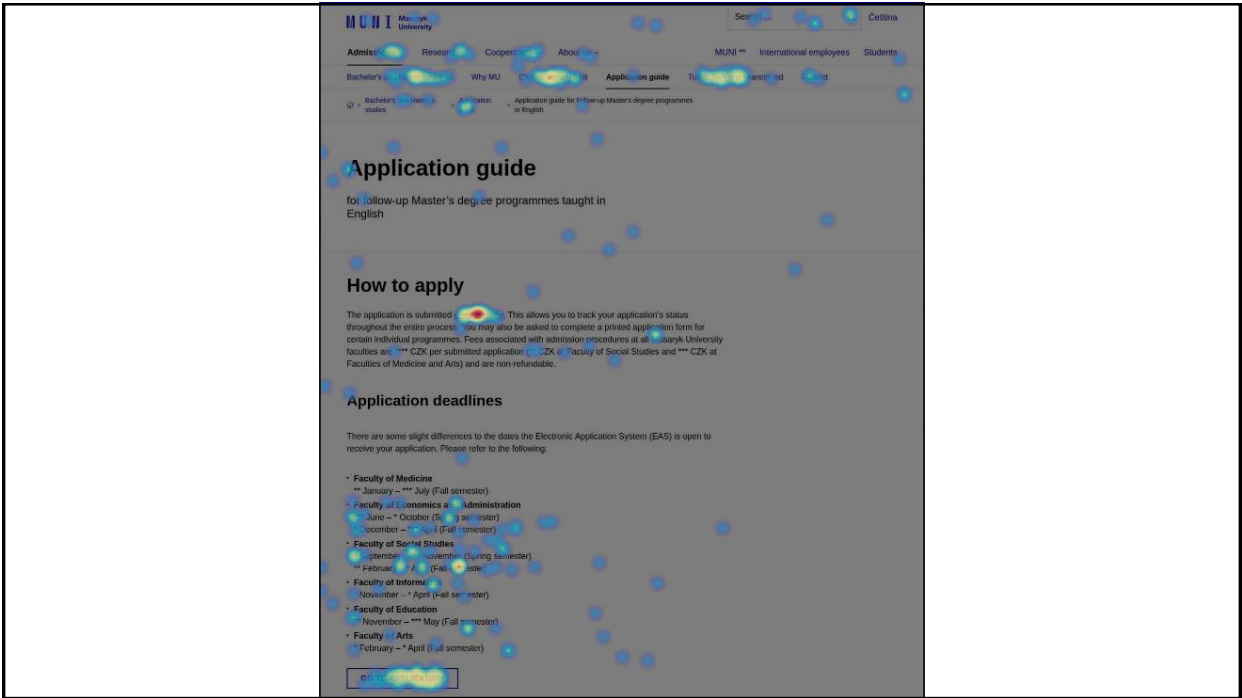
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Where did you first learn about Masaryk University?	Počet odpovědi
Educational internet portal (please specify)	32
Masaryk University social network (please specify)	7
Recommendation from a friend	16
Educational trade fair (please specify)	0
Through an agent (please specify)	1
Lecture by a teacher from MU for example at an international conference	0
Teacher of member of staff in your secondary school or university	4
Advert or article in the press (please specify)	1
Advert or article on the internet (please specify)	5
Other (please specify)	12
Further details:	30

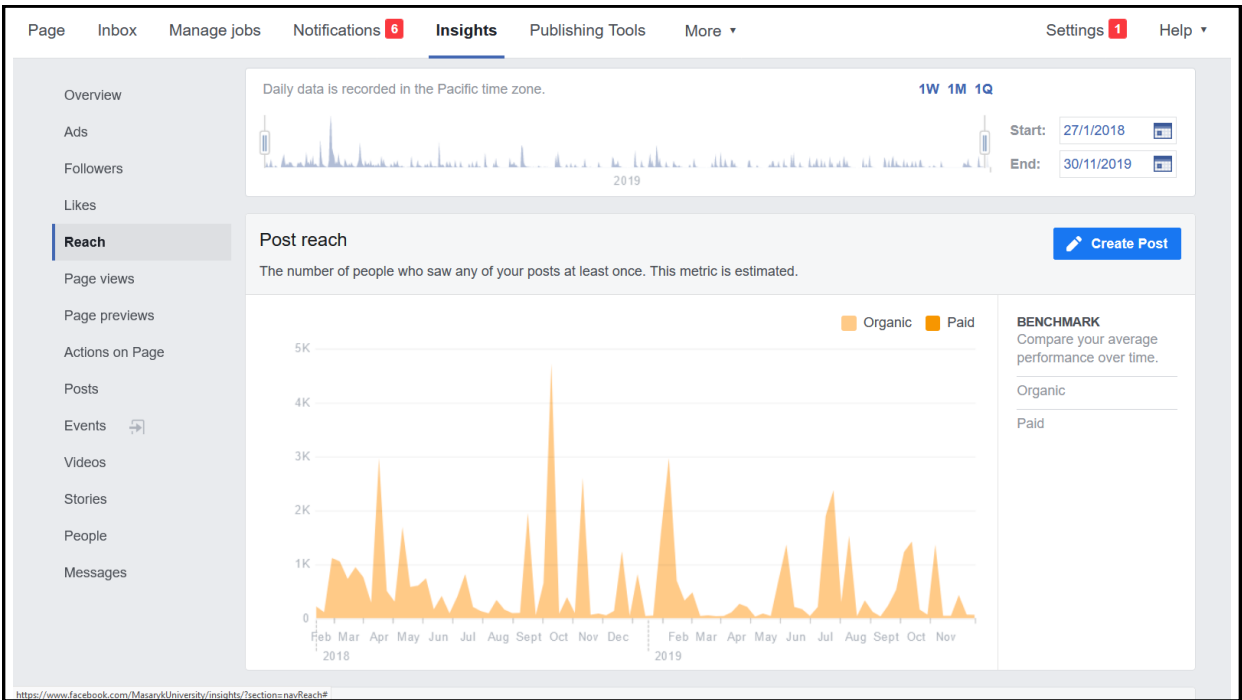
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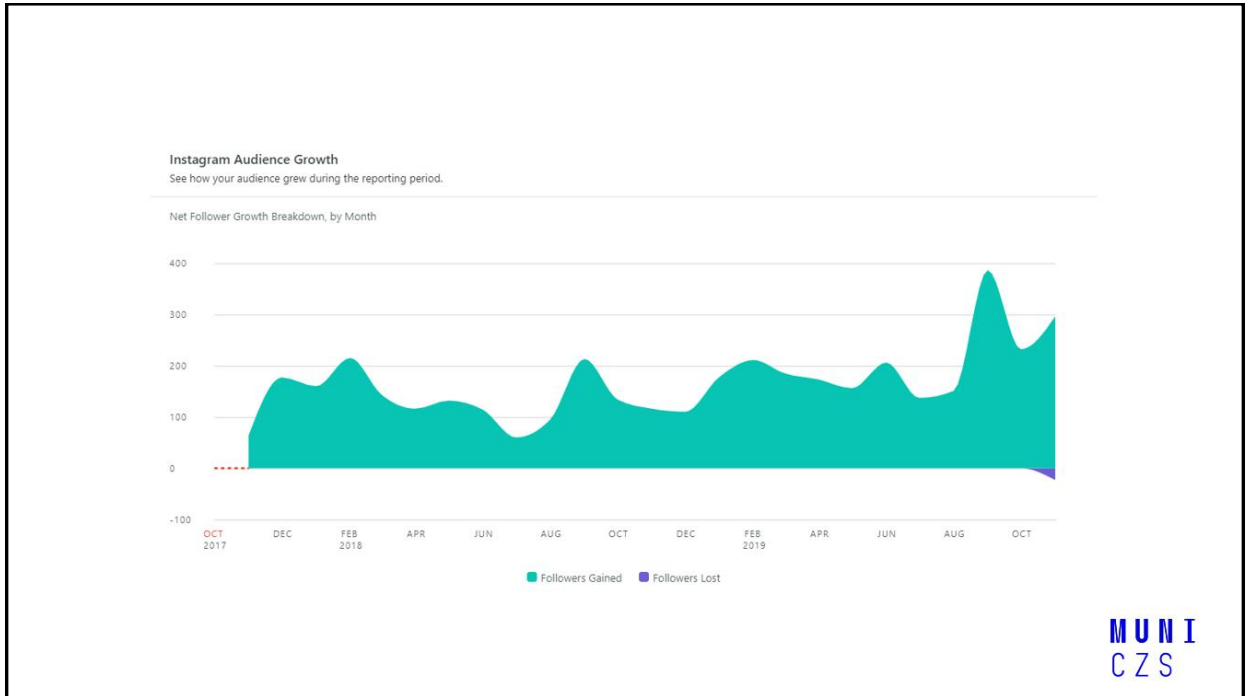
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Thank you for your
attention!

Do you have any
questions?

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