The proposal of Marketing Communication FBE MENDELU in Brno oriented to potential Students of Informatics

Návrh marketingovej komunikácie PEF MENDELU v Brne orientovanej na potenciálnych študentov informatiky

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Abstrakt
Článok popisuje nástroj marketingovej komunikácie PEF MENDELU v Brne zameraný na potenciálnych študentov informatiky. V čase, kedy na trhu terciárneho vzdelávania vzniká veľká konkurencia a snaha získať, čo najväčší počet kvalitných študentov sa ponúka diferenciácia marketingových aktivít. Článok poukazuje na silu Word of Mouth medzi študentmi stredných škôl. Na základe výsledkov dotazníkového šetrenia, osobných skúseností zamestnancov ústavu informatiky FBE MENDELU a interných informácií PR FBE MENDELU vzniká odporúčanie podpory osobného zdieľania informácií medzi potenciálnymi klientmi FBE MENDELU v Brne.

Klíčová slova
Vysoká škola, Informatika naostro, FBE MENDELU, stredoškoláci

Abstract
The article describes a tool of marketing communication of FBE MENDELU oriented to potential students of informatics. At a time when in the educational market there is a huge competition and effort to get highest number of students and the best quality it is necessary to do differentiation of marketing activities. Article highlights the power of Word of Mouth among secondary school students. Based on the survey results, personal experience of workers of the Department of Informatics and internal information of FBE MENDELU, Public relations of FBE MENDELU is supporting creating of a personal recommendation to support sharing of information between potential clients FBE MENDELU in Brno.

Key Words
University, informatics for real, FBE MENDELU, secondary school students
**Introduction**

Světlík in his book *Marketing Management School* describes the mission of higher education such as the provision and development of higher education, the implementation of academic and creative activities and create conditions for a learning and development of scientific knowledge (Světlík, 2006). At the educational market are as products provided educational services. This market is unique, although it seems that the competition here is no, but it is to the contrary. Depending on the economic and demographic conditions, institutions of tertiary education creates a kind of competition not only on the number of students, but also their quality (Havránková, Ondrušková 2012).

Evaluation of educational services is difficult and puts the emphasis on study plans, materials security faculty workload in the course of study, etc. Prospective students make decisions about education, primarily on the basis of information obtained from the institution are affected references from friends. Role is playing too corporate identity institution and its image (Shanker 2002).

Break of population in the 90 years of the 20th century caused a sharp fall in the age category corresponding to attend college in the years 2012-2014. Steep demographic decline of two children born in the 80th years to 1.15 of children in the second half of the 90th years is one of the lowest in Europe. This trend has troubled high school and moved to the area of tertiary education. According to the research of demographic trends and projections for college, this trend will last approximately ten years. Prediction of the end of the trend and regrowth in the number of people born is on the year 2023-2025 in the meantime the market for tertiary education will be excess of supply over demand of higher education. Institutions must fight for quality students and try to overtake your competition (Koucký, Bartušek 2011).

Image of educational institutions has not a long tradition in the Czech Republic. In the public consciousness has occurred mainly general information about the levels of education. At present, however, emphasizes the distinction between individual schools. Market definition and proper targeting of the final consumer can lead to a sufficient quantity and quality of students. The image of an educational institution is the quality and professionalism of teachers, their positive attitude to work. Another component is being differentiated and attractive programs, specialization, which refers to the ability of the school to distinguish you from the competition offers. Very perceived component is communication with the public, the media, government agencies, etc. (Stodolová 2006 Šula 2011).

Power of personal communication and recommendation is immeasurable. Personal recommendations of the rumour, Word of Mouth (WOM) are the cheapest way of
disseminating information and raising image. In the book, personal recommendations are individual chapters on how to get the most attention because of word of mouth information. People are willing to talk about something interesting, unusual, what is interesting, surprising and exceed the threshold of their expectations (Harris 2002).

**Objectives and methodology**

This article aims to outline the agitation of oral communication among students about the exciting possibilities of studying the FBE MENDELU on the next segment, thanks to a new form of marketing communication.

PR FBE MENDELU University primarily focuses its activities on prospective students. The target group consists mainly of students in their final year of high school. The current issue is the decision-making where students will continue their studies. There are various forms trying to get quality students with additional learning perspective.

Workers department of informatics are focused on examining students' success in learning. Successful students were asked for sharing how they knew about possibilities study informatics in FBE. Studying Computer Science at Mendel University FBE is not easy and success of students at graduation is low, so they decided to organize an event that attracts students, offers education beyond high school curriculum. The added value embodied in the form of help for personal communication between classmates, friends, teachers.

Methodological procedure for determining new forms of communication that agitate personal communication:
- Examination of surveys conducted among students in their last year of secondary school
- Identification of the main objectives of the Action
- Identification of specific objectives
- Determination of the target group
- Motivational elements for participants
- Naming actions

**Results**

The literature about marketing of service is writing about the traditional marketing mix, which consists of product, place, price, promotion. However, the specific market of services requires extending the classic "4P" about other aspects affecting final consumers. When is planning
Marketing activities should take into account people, physical evidence and process (Vaštíková 2008 Shanker 2002).

Physical environment of the consumer materialize the service, to give him proof of service properties, about its quality and facilities. It can be a building where the service takes place, technical, office, brochures, etc. The way the service is provided and what fits into it before it can be implemented are certain processes (Vaštíková 2008 Shanker 2002).

Often the processes are annoying, time consuming and impractical for the service recipient. Therefore, it is important to emphasize the gaps and unnecessary administration. One of the fundamental processes of the education market is served by application to the college. High school students must write out mostly paper application, take to the post office to send, pay a handling fee to send proof of payment and lengthy waits to receive invitations to admissions. Therefore the number of higher education institutions has introduced electronic registration form with payment via electronic banking that the clients not only speed up the process of waiting, but it will increase his comfort.

An essential part of the service is people. Quality and motivated staff with a good sense of the services offered, provide information about the service themselves. They are a necessary and important link between the company and potential consumers of educational services. (Vaštíková 2008 Shanker 2002).

The aim of each part of the market of universities is to provide quality education. Quality reflects the interest in studying more targeted students who are able to strengthen its position in the market institutions result in your study. Lack of students in the education market leading institution for developing marketing strategies and focus on the next segmentations consumers.

FBE MENDELU is focused on finding answers to the question of which segment is attractive and the result of what strategy they use. The marketing research FBE MENDELU (Urbanek, Wagner, Turčínková 2008 Trenz 2011 Havránková, Ondrušková 2012 P.Turčínek, hoes 2012) is based on the segments consist mainly of:

- Potential customers (high school students)
- Counsellors from secondary schools
- Parents of prospective students
- Current students
- Staff

Getting quality students is one of the objectives of PR FBE MENDELU. From quantity to quality leads marketing strategy PR FBE MENDELU, who focuses its activities mainly on
high school students. The information provided internally PR FBE, are carried out following search PR activities focused on high school students:

- Actively presentations at secondary schools called Roadshow
- Days of undergraduates
- Open Days of Faculty
- Open Days for prospective students of Informatics
- Training Courses
- Preparation Courses Admissions
- Participation in trade fairs
- Informatics competition.

Research conducted at SPU Ostrava, Czech and Slovak schools providing secondary data for the preparation of this article. Vaštíková, Matušínská and Vanek found that among key sources of information about choosing a college is a personal visit to a particular school. Students also gain important information on the Internet, from friends, teachers and professional articles. In conclusion, recommend organize open days through personal experience student with the environment and facilities where faculty act, proposes to leverage the power Roadshow. Further focus on viral marketing and event marketing and participate in the fair universities. (Vaštíková, Matušínská, Vanek 2011) All recommendations FBE MENDELU used for several years. Therefore, staff of the Institute of Informatics FBE MENDELU decided to develop a new product focusing on the segment that has not been affected PR activities FBE MENDELU and tried to focus on the Word of Mounth end consumers new product.

**Target group action:**

- Students of the third grade of secondary schools with computer science focus

**Objectives of the action:**

Main objective is take to the students to submit their application and to study Computer Science at the FBE MENDELU and point out the excellent facilities of the faculty. Get quality students to study computer science with a focus on learning and enthusiasm to talk about their personal experiences.

**Sub-objectives:**

- Provide information, education beyond high school teaching
- More attractive study computer science
- To show the quality facilities and opportunities to study science
- Possibility to use hardware faculty
- Determine whether the student is able to study computer science at FBE in the selected area (testing knowledge and skills of participants after completion of action)
- Give students a personal experience of the environment faculty accommodation, catering equipment
- To show the quality and professionalism of teachers with an individual approach
- Wake up the debate on the possibility to study Computer Science at the FBE among the target group
- Give students feel that it is interested in them and reward them for their work.

**Motivational elements for students:**
- Studied at attractive specializations (computer networks, computer graphics, computer robotics)
- Obtain a certificate of completion events
- Provide an opportunity to study without entrance examinations based on the test results after completion of the action
- Possibility of accommodation and meals free of charge.

Based on the objectives, a new product called „Informatics for real". The two-day event during which students will use knowledge of computer science to middle school and learn more of the selected area (computer graphics, computer networks, computer robotics). Students will receive two days of theoretical information and practical test it in the field. At the end of the course complete test of theoretical knowledge and practical skills that will reveal their strengths and weaknesses. Intensive and individual approach of teachers to students is able to estimate the potential for students to study and finish their studies mainly on FBE Mendel University in computer science.

The pretext for the customer to talk about the company can be a simple promotional item, surprise. Rejection of support especially something unusual, something no one ever came, service, product innovation. Although consumers have not yet had the opportunity to come into contact at all with the company, or older products offered by the Company, it is necessary to use it to point out something here is long, but has not yet met with the customers. Everyone likes compares their knowledge, strength and wants to show in the best possible light, like everyone wins. Competition is one of the ways to motivate people to exercise and at the same time stimulate conversation. When a person is satisfied with myself winning, I talk about it, communicates his feelings close friends, family members boast. The company as such enjoy their remuneration, whether it is verbal praise, physical evaluation, value added
harm. Tangible evidence in the form of a certificate adds value success, evokes memories of the completed action and the owner can be proud ownership certificate. (Harris 2002)

Name of the event is a springboard. It is easy to remember, imaginative and useful for understanding the target audience. In Czech language (Informatika naostro) double meaning name "Informatics for real" is attractive for the target group of high school students. The word evokes in earnest student taunts and instils in them the association nudity, but also arouses interest, what is meant by this word really. After determining the objectives of the event and the event name began implementation. Secondary schools with computer science focus have been over two months contacted with the option to engage in a two-day course. He dropped the registration web portal where students binding registrations have confirmed participation in "Informatics for real". Each three member teams prepared the lessons in two days, so that students have materials that can be recovered in the future. Other value added „guides" a two-day work, study materials you can keep. During the preparations for the event discussed the possibility of adoption on the successful completion of testing without entrance exams. Academic Senate FBE welcomed the activities and changes in the conditions of entry to participants ' Science live ".

During the event, all students enrolling and each got a bag of promotional material with the possibilities of the course:
- Notepad with logo FBE MENDELU
- Pen with logo FBE MENDELU
- Covers for notes and books with the logo FBE MENDELU
- Information brochures on study

It is expected that the student will be practical materials to use at school in the presence of other pupils.

During the course, participants have secure access to individual teachers, catered lunch in the school canteen, where he learned not only pleasant character study. After the first day you tried accommodation in dormitories, know comfort. The next morning was education and in the afternoon testing knowledge and practical skills. All participants received certificates at the end of two. One of the courses "Informatics for real", which is used to pride itself on, I was still there where my classmates, no, I did more for their education. The second certificate contains the maximum possible number of points and the number of points that a participant has obtained from testing, serve as a basis for admissions.

"Informatics for real" was held for the first time this year and was attended by eleven students. Two students because of time completed a course and a filled questionnaire. Eight
graduates expressed their opinion in the survey. All confirmed satisfaction with the course, nothing would action, did not change. Two of the respondents said they definitely submit an application and the remaining six are enough to motivate action, but still not decided where they will go to study. Asked what they liked about the course responded very positively. The most frequent responses following works:

- Comfortable, new environment
- Hardware faculty
- Linking theory with practice, the practical verification of theoretical interpretation
- Interesting, amusing form of teaching
- Teamwork

The questionnaires revealed that the Faculty uses as an instrument of communication. Students own experience confirmed the boastful based image Mendel University of FBE what follows the assumption that the FBE Mendel University will speak positively and move information classmates, friends, and teachers.

This assumption is four months after the event confirmed. Department was contacted four secondary school teachers interested in another round course "Informatics for real" for her students. The interest manifested in total about 120 students, mainly from the Slovak Republic. The original target group was affected already in the third year. Based on the communications interests of students is a prerequisite repetition "Informatics for real". Sub-objectives of the action are filled in March 2014 and subsequently in June 2014 are expected to fulfil the primary objectives - get quality students study computer science at FBE Mendel.

**Conclusion**

From exploring the success of marketing activities aimed at students of the fourth year of secondary school showed the need for more support actions with a focus on opportunities to study computer science at FBE Mendel. Provide a leader in providing information and get students on their side early meant amend targeting high school students to study informatics focus, already in the third year of high school. New marketing tool "Informatics for real" is to integrate education high school students, marketing and support of WOM in the secondary environment. Following a two-day course expected positive rating actions in the eyes of graduate courses. Supporting material acquired (promotional materials, knowledge, certificates...) they will remind relaxing moments by the FBE. Satisfaction and positive rating actions result from the survey after the course. Personal recommendations by students from
four high schools that have been contacted the UI with a focus on "Informatics live" for students who did not attend the course.

The recommendation is to put emphasis on personal communication, rewarding customers for their good work and continue the course "Informatics for real".

During the organization of the course showed a few weaknesses to the surface on which you need to work on. The course was attended by only a third binding enrolled students. High school students did not realize the nature and course registration did not attend. It is situation that needed to be addressed in the present moment. Therefore, it is necessary to prevent future crises registered participants. The first recommendation is to make participation in the course with registration fee. Unfortunately fee could discourage amount of clever students who would not have to pay, or students from Slovakia, who pays for foreign transfer. The second recommendation is registration conditional on participation pedagogical supervision from the high school. The information that you will hear on course for learners can be attractive for secondary school teachers.

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