

Measure of Quality as Contributing Factor on Pursuing College Degree in Engineering as Input to Marketing Strategic Plan

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Abstract - *Providing quality is one major process of image building especially for academic institutions. This study aims to determine the qualities of a university that serve as factors that contribute for the students to decide where to pursue a college degree with an end result of enhancing some marketing strategies on how to keep the costumers informed of the university initiatives of creating high degree of reputation. Descriptive type of research was utilized in the study with freshman students as respondents. Results showed that High Board Examination Performance in terms of quality education mainly contributes in pursuing college degree of the students in the university where they were currently enrolled. The same is true with the ISO 9001:2008 Certification and Internationalization of Education. They believed that the safe and secured environment of the university contributed much to make their decision where quality education is the major advantage of their selected university over the other universities of their choice. Level of awareness of the students contributes to their decision to pursue college degree in their selected university in terms of high performance of students in academics, high performance of graduates in board examinations and at the same time as home of board top notchers.*

Keywords: *Image Building, Education, Descriptive, Philippines*

INTRODUCTION

The degree program in engineering is somewhat difficult to market for some schools due to some reasons of financial, social and personal aspects of the customers. Academic institutions are moving strategically to meet the needs of the students and parents as well the demands of the industries to serve all the requirements of the stakeholders. Building reputation and gaining respect of the community is something significant element in marketing and business communication.

Image is very important to any organization as corporate image [1] is perceived to have strategic value and a key strategic element in enhancing the institution's performance and society's perception in making a university of their choice. Rehman and Afsar [2] defined it as the perception of an organization that customers' hold in their memories which is another important factor in the overall evaluation of service quality. Providing quality is one major process of image building especially for academic institutions which include quality of education, environment, school image [3], students' life and assurance mechanisms. Lewison and Hawes [4] cited that marketing approaches create values

among a university's stakeholders which are prospective students, current students, alumni, employers of graduates, and financial supporters. Meanwhile, Hawkins [5] mentioned some goals of marketing which include: attracting high-quality students, recruiting great faculty and staff, encouraging alumni to make donations to support school programs, and building up the school's brand recognition and reputation. Everything boils down to make an institution appealing to a target market which can lead to an illustration of varying qualities.

Educational institutions are already used to bear the term quality education to describe the entirety of their academic and non-academic services. They keep on using this to advertise their curricular offerings and make everyone believes its true meaning once experienced the actual situation within the organization. Every individual has his own standards to define and describe what quality is all about because it is very subjective in nature. There are certain measures to quantify the elements of quality and make informative generalization based on actual performance leading to a positive behaviour of customers. Srikanthan and Dalrymple [6] mentioned that there is a considerable pressure on higher

education for a substantial improvement in its performance. Meanwhile, Cetin [7] noted that “universities are being urged to provide high quality education, exist as a well-reputed university, achieve enrollment success, improve competitive positioning, provide contemporary and well-designed academic programs, and maintain financial strength”. Many attributes of a company’s products, including brand name, quality, newness, and complexity, can affect consumer behaviour [8]. Putting private higher education institutions in business perspective needs greater public demands through an increase in enrolment to sustain the business operation unlike public schools which are subsidized by the local and national government. Therefore, private institutions are very much aggressive in applying different certifications and accreditations to make their products and services more competitive to most consumers.

Quality assurance mechanism is one of the common measures of most higher education institutions to help them monitor the services based on certain standards recognized by national or international organizations. It provides certain level of authority in the field of business and power to persuade people about how the company performs its duties and responsibilities to serve the community with quality. There is always an image created or shaped behind the scene wherein people unconsciously bear the idea of the information. Corporate image is described as overall impression made on the Minds of the public about organization. It is related to business name, architecture, variety of products / services, tradition, ideology, and to the impression of quality communicated by each employee interacting with the organization's clients [9].

The results of Talib, El Barachi and Ormandjieva’s [10] study show that almost half of the respondents do not have enough information about the colleges, and there could be other factors affecting their decision about whether or not to enrol. Knowledge of the community in the products and services of a certain business organization can be attributed to the level of their awareness. Product knowledge refers to the amount of information consumers have stored in their memory about particular product classes, forms and brand models and ways to purchase them [8]. The more positive inputs through describing the benefits and advantages of educational services to stakeholders from various marketing advertisements could yield significant

recall and impact to their decision. Giving people the right choices on how they could get confidence out of their assessment is the strength of the business organization.

Lewison and Hawes [4] stated that universities have developed various types of marketing plans to attract prospective students based on the needs, wants and interest [11] of the stakeholders. Furthermore, Talib, El Barachi and Ormandjieva [10] noted that the primary factors the majority of students (around 72%) considered when deciding on their degree program to pursue were their interests and strengths. It is always necessary to consider the customer requirements in designing products and services. How the market share of students in a certain geographic location will move positively or negatively in favour of only one or two universities could be an input in a marketing strategic plan.

Lewison and Hawes [10] noted that “given the multiplicity and complexity of educational market segments served by most universities—together with the increasing sophistication of students, the maturity of the educational services product life cycle, increased demands for accountability from stakeholders, and the proximity of competitive educational institutions—an undifferentiated mass marketing strategy generally has very limited application”. The study of Sung and Yang [12] is almost similar to this study which attempts to analyze the impact of image in order to understand its influence on student recruitment, and to describe the strategic implications for university communication management.

Especially in engineering programs wherein there is a stiff competition among universities in recruiting the best students in specific geographical location. The performance in licensure examination could be one of the best indicators of quality together with some awards and achievements for the university to be considered in the list of options of the students and parents. The support of management and marketing team is always significant in order to promote and sustain the engineering program.

This study aims to determine the qualities of a university that serve as factors that contribute for the students to decide where to pursue a college degree and its relationship with their awareness on these qualities with an end result of enhancing some marketing strategies on how to keep the costumers informed of the university’s initiatives of creating high degree of reputation.

METHODS

Descriptive type of research method was utilized in the study. The total population or 86 freshman engineering students of Lyceum of the Philippines University – Batangas during School Year 2013-2014 served as the respondents of the study. Survey questionnaire served as the main instrument used to gather the necessary information to answer the objectives of the study. The respondents were asked to rank the items on each variable that is most true to them as observed and experienced. The instrument was validated by the Marketing experts and business educators of the university and tested its reliability with Cronbach's alpha of 0.79 which denotes as good in the rule of thumb that implies the questionnaire is worthy to be used in data gathering.

Ranking and percentage were utilized to describe the level of awareness of the students and its contributing factor to enrol in LPU-Batangas. Chi-square was used to test the differences on Ranking of Contributing Factors in Pursuing College Degree in the university while Spearman Rank was used to test the relationship between the awareness of the Engineering Students in terms of the qualities of the university and the contributing factors for the students to decide in pursuing college degree. The given scale was utilized to interpret the percentage of students who belongs to a certain level of awareness and rank: 81- 100%: Very High (VH); 61- 80%: High (H); 41- 60%: Moderate (M); 21 – 40%: Low (L); and 0 – 20%: Very Low (VL).

RESULTS AND DISCUSSION

Table 1 presents the contributing Factors in Pursuing College Degree among Freshman Engineering Students in terms of Quality Education. More than half of the respondents or 53.3 percent of

them considered high board examination performance serve as moderate contributing factor of enrolling engineering to LPU-Batangas followed by outcomes-based education implementation (50%) and competitive edge and employability of graduates (47.2%) while awards in various competitions obtained most of the lowest rank although they are highly aware of these achievements of the university but in terms of engineering, there is very little awards and recognition obtained by the institution.

The freshman students are aware of the competitive edge and employability of the LPU graduates which serve as aspects that also contributed much for them to decide to enrol in LPU. They believed to the outcomes-based education implementation of the university as it is manifested and translated in the forms of awards and recognitions.

The university informs the community about the competitive edge of graduates through recognizing the achievements of the alumni and empowering the students to take part in leading various extra-curricular activities which adhere to the mission of the university. Keeping the community updated regarding high employment status of the graduates yields a good impression on the capability of the institution to place its graduates in industries. There are 58.14 percent of the engineering students are highly aware about the measures of quality education of this university under study.

There is a significant relationship between the awareness of the engineering students in the high board examination performance as well as the high student academic performance [13] and the contribution of these measures of quality to their decision in choosing an educational institution.

Table 1. Contributing Factors in Pursuing College Degree and Awareness among Freshman Engineering Students in terms of Quality Education

Quality Education	Contribution Rank			Awareness		Relationship	
	Rank 4-5	Rank 3	Rank 1-2	H-VH	L-VL	r-value	p-value
High Board Examination Performance	33.3	13.3	53.3	52.1	47.9	-.509(**)	.003
Outcomes-based Education Implementation	22.2	27.8	50.0	57.8	42.2	-.035	.848
High Student Academic Performance	36.7	20.0	43.3	60.0	40.0	-.448(**)	.009
Awards in Various Competitions	65.6	12.5	21.9	63.4	36.6	-.212	.235
Competitive Edge and Employability of Graduates	27.8	25.0	47.2	57.4	42.6	.007	.970

** Correlation is significant at the 0.01 level (2-tailed). * Correlation is significant at the 0.05 level (2-tailed).

L-VL: Low to Very Low; H-VH: High to Very High

Achievement of the students is one of the most evident outputs that can be considered good material for advertising certain degree programs in college. It promotes certain level of excellence that students could be able to pass engineering licensure examination. However, the engineering students have various levels of awareness in terms of the university's implementation of OBE [14]-[16], awards received in various competitions and the competitive edge and employability of graduates [17], [18] that could not be considered as possible factor to contribute in their decision in choosing a university.

Table 2 presents the contributing factors in pursuing college degree and awareness among Freshman Engineering students in terms of Quality Assurance Mechanisms. ISO Certification of the University is one of the aspects that encourage almost 59.1 percent of the engineering students to enrol in LPU-Batangas followed by being an Autonomous University (58.8) and almost half of them because of Program Accreditation (51.5%) wherein more than 60 percent of them are also highly aware of these Quality Assurance Mechanisms. However, Investors in People Certification and Philippine Quality Award have only 54.3 percent and 56.8 percent of the students respectively are moderately aware of these and seem there is no much impact to the students.

One of the well-known seals of quality is the ISO. It provides different views on how people define and describe an organization with ISO certification. It really adds value to the customers like students and parents who make final decisions and choices. It also makes sense in comparing two institutions with and without this Quality Management System in place. The percentage of students with awareness from high to very high to ISO certification of LPU-B is considered high enough but there are still 31.6 percent of them have low to very awareness on this while 66.7 percent of them have level of awareness ranging from high to very high on the PACUCOA accreditation.

With the campaign materials made available in strategic location within the vicinity of the university as well as around the city makes the people informed of this quality assurance of the university.

For private institution, this kind of program accreditation must be translated to increasing enrolment so that there will be a return of investment for this kind of quality assurance mechanism [19]. If parents would be able to understand what this accreditation all about and how students would benefit on this undertaking, they could possibly consider this as factor that influences their choice of school.

Since LPU-B is the first Investor in People certified university and recipient of Philippine Quality Award in the region, it is not commonly being heard among HEIs. Therefore, result of less awareness among students is not anymore surprising. If LPU-B could make use of this recognition in advertising to inform the prospective students in a proper way that they can easily grasp and absorb the advantages of these for their development, this information could possibly be taken into consideration as basis of their decision. Advertising, sales promotions, salespeople, and publicity can influence what consumers think about products, what emotions they experience in purchasing and using them and what behaviours they perform [8].

There is no significant relationship between the awareness of students and the perceived contribution of quality assurance in choosing a university as denoted by the computed p-values greater than 0.05 level of significance. As further discussed in Table 2 that students have divergence of awareness and of how this indicator helped them decide and call their attention in choosing LPU-B. This is a simple indication that although they are aware that LPU-B has these kinds of quality assurance mechanisms, it does not make a huge impact even one of these to influence their behaviour in choosing LPU-B.

Table 2. Contributing Factors in Pursuing College Degree and Awareness among Freshman Engineering Students in terms of Quality Assurance Mechanisms

Quality Assurance mechanisms	Contribution Rank			Awareness		Relationship	
	Ranks 4 & 5	Rank 3	Ranks 1 & 2	L-VL	H-VH	r-value	p-value
Program Accreditation	30.3	18.2	51.5	33.3	66.7	-.025	.894
Investors in People Certification	53.1	15.6	31.3	45.7	54.3	-.253	.170
Philippine Quality Award	34.2	26.3	39.5	43.2	56.8	-.031	.864
Autonomous University Status	23.5	17.6	58.8	35.9	64.1	-.169	.363
ISO 9001:2008 Certification	27.3	13.6	59.1	31.6	68.4	-.300	.095

** Correlation is significant at the 0.01 level (2-tailed). * Correlation is significant at the 0.05 level (2-tailed).

L-VL: Low to Very Low; H-VH: High to Very High

Table 3. Contributing Factors in Pursuing College Degree and Awareness among Freshman Engineering Students in terms of Quality of School Image

Quality of School Image	Contribution Rank			Awareness		Relation ship	
	Rank 4-5	Rank 3	Rank 1-2	H-VH	L-VL	r-value	p-value
Home of Board Topnotchers	21.1	26.3	52.6	64.3	35.7	-.502(**)	.003
Family Oriented Culture	48.4	9.7	41.9	58.5	41.5	-.294	.102
Global Competitiveness	32.3	19.4	48.4	62.8	37.2	-.033	.857
Customer-Friendly Oriented Culture	63.3	10.0	26.7	61.4	38.6	-.069	.709
Internationalization of Education	24.2	21.2	54.5	70.3	29.7	-.172	.346

** Correlation is significant at the 0.01 level (2-tailed). * Correlation is significant at the 0.05 level (2-tailed).

L-VL: Low to Very Low; H-VH: High to Very High

One of the reasons for 54.5 percent of the students enrolled in LPU-Batangas is because of the Internationalization of Education followed by home of board topnotchers (52.6%) while the least aspect on the quality of school image is having a customer-friendly oriented culture (26.7%) which seems does not provide strong image for the university among the engineering students.

There are 70.3 percent of the engineering first year students believed that LPU-B integrates international standards on meeting the demands of internationalization of education for ASEAN Economic Community. This aspect contributes much to 54.5 percent of the students to enrol engineering in LPU-B. With the increasing number of foreign students in the university and strong student mobility provides an impact to the vision of the institution to be a recognized university that caters to the individual and cultural differences of students from numerous countries not only in the Asia Pacific region but also in the African region particularly in Nigeria.

Another notable image portrayed by LPU-B in the community is being home of board top notchers where engineering had already produced two Top 6s in Licensure Examination for Mechanical Engineers. There is also high percentage of students with 64.3 percent of them are aware of this achievement. To motivate those students enrolled in board programs, the school management provides cash incentive rewards for those who will be included in the Top 10 successful passers with the highest scores in the examination.

Majority of the engineering students are highly aware that LPU-Batangas has many board top notchers that strongly contribute to their decision to enrol in the university under study as denoted by the computed p-values of 0.003 which is less than the 0.05 level of significance. It is highly advertise as clear evidence on the board performance of this

university in Medical Technology, Dentistry, Mechanical Engineering, Maritime Education, Customs Administration, Nursing and other board programs that produce board top notchers. This is one manifestation of the service quality [20]-[22] provided by LPU-B. This is an image that provides reputation to the community to make the community believe of the capacity of the institution to help students excel.

However, there is a slight correlation in terms of family oriented culture but marks no significant relationship. This is another image that the university would like to promote among employees and students to really establish comfort and feel the presence of camaraderie. This is hard to be seen and felt by the prospective students if they cannot experience it personally to be with the academic community. But the word of mouth is effective means to promote openly the image of the university.

This is important to the Filipino culture to live in a family-oriented environment which is very much closed to the heart of the students. Having a customer-friendly oriented culture is another way of showing collaboration and caring for each other where customer satisfaction has an utmost priority as an ISO Certified University. This indicator is also hard to promote among the prospective students and telling them how the customers are being treated, it could not be enough unless they experienced it.

Global competitiveness and internationalization of education are also the images that the university would like to demonstrate on the way to the top. With all the efforts of having exchange students program, internship abroad, partnership with foreign universities and international benchmarking visits could provide an overview on how LPU-B obtained information in a form of best practices from international universities included in QS World University Rankings.

Table 4. Contributing Factors in Pursuing College Degree and Awareness among Freshman Engineering Students in terms of Quality of Environment

Quality of Environment	Contribution Rank			Awareness		Relationship	
	Rank 4-5	Rank 3	Rank 1-2	H-VH	L-VL	r-value	p-value
State-of-the Art Facilities	40.0	13.3	46.7	59.1	40.9	-.270	.128
Customer-Friendly Environment	50.0	21.9	28.1	56.8	43.2	-.227	.205
Safe and Secured Environment	10.7	14.3	75.0	66.0	34.0	.242	.174
Conducive Learning Environment	30.3	24.2	45.5	57.8	42.2	-.097	.593
Competitive Environment	41.2	20.6	38.2	60.0	40.0	-.035	.846

** Correlation is significant at the 0.01 level (2-tailed). * Correlation is significant at the 0.05 level (2-tailed).

L-VL: Low to Very Low; H-VH: High to Very High

Table 4 shows the contributing factors in pursuing college degree among freshman engineering students in terms of quality of environment. There are 66 percent of Engineering students are highly aware that LPU-Batangas has a safe and secured environment in which this indicator has contributed much to their decision as denoted by the 75 percent of the students. However, the least indicator with the lowest percentage of awareness is being a customer-friendly environment with only 28.1 percent of the students considered this as contributory factor. The indicator 'state-of-the-art facilities' which is always being advertised by the institution ranks second as contributory factor and third on the level of awareness. In spite of the efforts of the university to promote its quality of environment, there are still 40 percent in average of the respondents with low to very low awareness on this aspect of quality. This is something that the institution needs to look into if some marketing materials are promoting the facilities and the kind of environment that LPU-B has to offer to the customers.

None of the indicators under quality of environment showed significant relationship between awareness and contributing factor in choosing a university as denoted by the computed p-values of greater than the 0.05 level of significance. This

signifies that engineering students have various levels of awareness on the aspects of environment that also leads to various perceptions as to contributing factor for their decision.

Table 5 presents the contributing factors in pursuing college degree and awareness among Freshman Engineering students in terms of Quality of Student Life. There is 65 percent of the engineering students are highly aware on the quality of student life in LPU-Batangas in terms of active participation of students in academic, sports and cultural contests wherein it highly contributed to 53.7 percent to finally decide to pursue college degree in LPU-B followed by highly recognized student achievement and management concern to students' welfare. There are still 40.56 percent of the engineering students with low to very low awareness on this aspect of quality.

Quality of student life is not considered a factor that influences the decision of students to enrol in LPU whether they have either low or high awareness of the school activities as denoted by the computed p-values which are all greater than 0.05 level of significance. This signifies that they have various levels of awareness on the quality of student life in LPU that did not contribute to their decision to choose LPU.

Table 5. Contributing Factors in Pursuing College Degree and Awareness among Freshman Engineering Students in terms of Quality of Student Life

Quality of Student Life	Contribution Rank			Awareness		Relationship	
	Rank 4-5	Rank 3	Rank 1-2	H-VH	L-VL	r-value	p-value
Active Participation in Academic, Sports and Cultural Contests	22.0	24.4	53.7	65.0	35.0	-.203	.274
Relevance of School Activities to Future Employment	26.5	23.5	50.0	56.8	43.2	-.105	.566
Highly Recognized Student Achievement	25.0	21.4	53.6	62.8	37.2	-.100	.584
Utmost concern for Values Formation	72.4	3.4	24.1	54.8	45.2	-.212	.244
Management Concern to the Students' Welfare	35.3	26.5	38.2	57.8	42.2	.042	.820

** Correlation is significant at the 0.01 level (2-tailed). * Correlation is significant at the 0.05 level (2-tailed).

L-VL: Low to Very Low; H-VH: High to Very High

Table 6. Differences on Ranking of Contributing Factors in Pursuing College Degree in LPU-B

	5	4	3	2	1	Mean	SD	X ²	p-value
Quality Education	6.9	3.4	6.9	6.9	75.9	1.65	1.12	45.706	.000*
Quality Assurance Mechanisms	24.2	9.1	21.2	21.2	24.2	2.85	1.50	2.765	.598
Quality of School Image	16.1	29.0	12.9	12.9	29.0	2.82	1.47	3.059	.548
Quality of Environment	17.9	12.8	28.2	28.2	12.8	3.09	1.33	3.647	.456
Quality of Student Life	15.4	30.8	19.2	19.2	15.4	2.85	1.26	8.647	.071

*df=4; *Significant at 0.01*

There is no mutual aspect of student life that the engineering students brought in common to make even one indicator to be significant. The levels of their awareness do not speak to a certain level of contributing factor in choosing LPU.

The focus of the marketing ads of the university may be centered in the awards and recognition of the institution but only few were dedicated in introducing the way students achieve a kind of life they deserve to get from the university. The process of making a successful student as future professional may be a good material to demonstrate the quality of student life inside the university. This is an important ingredient to make a satisfactory and enjoyable stay in college but prospective students may have diverse considerations on how they see student life to be challenging and interesting.

Quality of Education serves as the most significant factor that contributes to the decision of the engineering students to pursue college degree in LPU-Batangas as presented in Table 6 with 75.9 percent of them ranks this aspect first and p-value of .000 while quality assurance mechanisms is considered one of the least factors with p-value of .598 wherein contribution ranking of this indicator is distributed almost to four levels ranging from 21.2 to 24.2 percent except for rank number 4 with 9.1 percent. This implies that the quality assurance mechanisms do not have significant impact for the students to consider as one aspect to influence their decision to pursue college in a university specifically in LPU-Batangas with almost the same result of mean rank of 2.85 to quality of student life but the spread of distribution of rank is higher in quality assurance mechanism compared to quality of student life.

The quality of environment obtained the least mean rank of 3.09 with 1.33 degree of dispersion in ranking which implies that it is considered as the least factor that could possibly contribute to their decision of choosing a university if compared to other important factors of the totality of the academic institution. The quality of school image plays in the second rank with the most number of students that

considered this with high contribution to their enrolment to LPU-B which also places second in terms of mean rank score of 2.82. This is considered very important factor in promoting an academic institution. The value of the corporate image of the university could never be taken apart to quality education wherein in the result of this study shows a very good indication that these two factors rank first and second places. It already summarizes the ability of the institution to promote its quality to the community as a large market of opportunities.

CONCLUSION

High Board Examination Performance in terms of quality education mainly contributes in pursuing college degree of the engineering students in the university where they were currently enrolled. The same is true with the ISO 9001:2008 Certification and Internationalization of Education.

They believed that the safe and secured environment [23] of the university contributed much to make their decision where quality education is the major advantage of their selected university over the other universities of their choice.

Level of awareness of the students contributes to their decision to pursue college degree in their selected university in terms of high performance of students in academics, high performance of graduates in board examinations and at the same time as home of board top notchers.

Although school environment is also very important to achieve the goal of delivering quality education, it seems when it ranks together with the other aspects of quality would not be considered on the top of their list but only being seen as secondary. Quality of school image obtained the highest percentage of engineering students with high to very high awareness while quality of education obtained the least.

RECOMMENDATION

Quality assurance mechanism as marketing tool to enhance the image of the university is somewhat

difficult to obtain and sustain which entails a lot of financial considerations for human resources, infrastructure and quality processes. The entire business operations of the institution must be marked with quality so that prospective and enrolled students may experience a different level of satisfaction.

Create advertising contents that will connect the benefits of being PQA recipient, having ISO and IIP certifications, and having levels III and IV accreditation status to the needs and wants of the customers to achieve their personal goals. How these quality assurance mechanisms can directly provide outputs and outcomes for the students to learn the skills and values of their chosen fields would somehow create specific impact on their decision and behaviour towards the university. Cetin [7] suggested that the strategic planning and media management have to be accurately designed and implemented for providing earnest information to internal markets, stakeholders, supplier markets, prospective markets, national and international platforms, and to the community at large.

There is a need to strengthen the effort of the university to establish group of experts among the faculty members with doctorate degrees to participate in international activities of scholars who conduct collaborative undertakings in terms of multidisciplinary and interdisciplinary research projects. On this way, partnership with well-known universities will be easier to arrange, intensify and sustain if somebody from LPU-B will work together with foreign scholars through research collaboration. It is a matter of selling what the university has to offer that will benefit the partner school or both parties under agreement. This will open more doors of opportunities for a sustainable partnership.

The Strategic Communications Office of the University in cooperation with the Research Center may conduct feasibility study to offer degree programs related to science and technology that will address environmental concerns like climate change to create greater impact to the development of the community. So that it would serve a marketing tool to promote the program and enhance the reputation of the university through scientific innovation and breakthroughs.

Marketing department serves as the moving arm of the organization to let the people know how the university performs but the ones who create what to promote in the market are the teachers and students. Therefore, every single achievement either big or small is worth putting in the news report that can be

uploaded in the university website [24]. It is therefore necessary to encourage everyone to submit reports of accomplishments to the marketing office to be included in the institutional newspapers.

The university may also prepare for the online distance education to cater the needs of those clients without time to go to school physically especially in the graduate school.

Achievements of the alumni should also be gathered, documented and publicized to let the community inform on how the graduates make their names and do major contributions on their respective disciplines and organizations. Inviting them to become guest speakers or lecturers in seminars and conferences would keep them in touch with their alma mater and they would know the needs of the university in terms of enhancement of the curriculum as board of adviser and how the skills of the students may be developed based on the demands of the industries.

Alumni should also be provided official newsletter or better an alumni magazine either thru email or social media so that they could keep abreast of the latest happenings and achievements of the university to strengthen their connection with their alma mater, where they can also share this information to other people within their circle especially those parents with children planning to enrol in junior and senior high schools. The Alumni can also help the marketing of the university as they personally experience the services and they can speak on behalf of the university. Introducing a Featured Alumni of the Month in the university website will also make a difference to the lives of the graduates and can make an impact to inspire more students to pursue their studies and career.

Create an open portal for the employees and students where they can share and post their life and experiences in the university where prospective students can also view the exchanges of thoughts and discussion forum so that they can have an idea on how to live with people in LPU-Batangas. This can also serve as powerful tool to recruit new students. Some videos of the university activities may also be uploaded in Youtube so that everyone can see how the university celebrates its major and minor events to maintain a good quality of student life. In addition, The result of tracer study must also be given emphasis on the promotion of the institution to uphold the competitive edge of the graduates.

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