

Effectiveness of Marketing Strategies of LPU Batangas among CITHM Freshmen in the case of New Normal

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Abstract – Amidst the COVID-19 pandemic, LPU-Batangas shall still pursue the academic year and has nothing to adapt the new normal and continue marketing the school to attract students to enroll. The effectivity of marketing strategies is a must right now to encourage students to still continue their studies regardless of pandemic. With this, the researchers aimed to evaluate the effectiveness of marketing strategies of LPU-Batangas among CITHM freshmen in the case of new normal. The study utilized an adopted survey questionnaire among the 317 freshman students. All data were treated using a statistical software known as SPSS version 26. It was revealed that the most effective strategies employed were webinars, online advertisement and boosting Facebook page. It is the quality of education offered and being accredited to be center for excellence that encourages the respondents to enroll. It was found out that there was no significant difference observed since the computed p-values were all greater than 0.05 alpha level, which means that the responses did not differ significantly. However, it was revealed that there was a poor planning in advertising. With this, the researchers proposed an action plan for continuous improvement of the university's marketing strategies.

Keywords – COVID19, Facebook Marketing, Online Advertisement, Webinar

INTRODUCTION

Emerging from the COVID-19 crisis with well-planned marketing strategies is crucial for all institutions across the world [1]. Even though there is COVID-19 crisis universities still pursue the academic year and must adapt the new normal and continue marketing the school to attract students to enroll. The effectivity of marketing strategies is a must right now to gain students regardless of pandemic. This strategy requires knowledge and experience to market students but also the parents who will allow their children to enroll in LPU- Batangas despite the present scenario. Using the information and communications in marketing, this communication exchange becomes broader between the school and the aspiring students when it comes to inquiry. Nowadays, schools require more creative advertising and marketing development in the new normal. Marketing strategies allow to

create services and products with the exceptional probabilities for creating a profit. This is because advertising and marketing method begin to evolve with market research, taking into attention to the top-of-the-line goal customer, what the opposition is doing and what traits are probably at the skyline. Using this information, they can decide the advantage of the clients and customers want, what they are inclined to pay and the way you may differentiate your product or service. Schools are having a difficult time admitting and retaining college students due to shrinking family sizes and converting social trends. The goal of school marketing is to gain and retain more students.

According to Kimani [2], University Education has become a widespread assistance and all nations dedicate endeavors to guarantee their residents are satisfactorily given due to the significance of schooling in the improvement of a country both monetarily and

socially. Growth in population simultaneously produced more interest in an education. Colleges have utilized marketing strategies to provide details about their educational programs to potential students to gain higher enrollment intake. To achieve this, school management needed to identify the essential factors that influence students' choice of an institution. With these perceptions, marketing approach as employed to education can simply be thought as strategies and channels that institutions tactically implement to reach their targets convincingly to choose an institution. Marketing strategy must ensure that strategies and services will meet student needs and develop a long period and valuable relationships with the students.

Pokrhel, et al. [3] stated that most of researches have acknowledged the need for strategic marketing planning in endorsing the educational services. The effect of various marketing variables is also examined to distinguish key issues that really affect to enroll in a higher education. Efforts have also been made to identify new marketing tactics that are more preferable to promote educational services. Among the outcomes of the research majority of the students prefer qualified lecturers. School facilities, and employment opportunities were the other factors students valued more while selecting an institution.

In connection to this, the researchers evaluated the effectiveness of marketing strategies of LPU-Batangas among CITHM freshmen in the case of new normal. The researchers determined the profile of the students, assessed the effectivity of marketing strategies of LPU-Batangas; and distinguished the problems encountered by the students in marketing strategies. This study would benefit the school in terms of the action plan that the researchers have proposed to address the problems encountered by CITHM freshmen. In that case, the information about marketing strategies would be efficient.

OBJECTIVES OF THE STUDY

This study aimed to evaluate the effectiveness of marketing strategies of LPU-Batangas among CITHM freshmen in the case of new normal. Specifically, it sought to determine the profile variables of students in terms of age, sex, monthly income, program enrolled, type of school last attended and residency; assess the effectiveness of marketing strategies of LPU-Batangas in terms of promotion, online material, and Web page; identify the factors that encourage the CITHM freshmen to enroll in LPU-Batangas; distinguish the problems encountered in terms of marketing strategies;

analyze the significant distinction on the effectiveness of marketing strategies when grouped according to program; and propose an action plan that address the problems encountered by CITHM freshmen.

MATERIALS AND METHODS

A descriptive method is used in this study. The total population of all the CITHM Freshmen is used in gathering the data. Data was collected, totaled, encoded, and analyzed using descriptive statistics. The frequency count, mean, and standard deviation are examples of these. To determine if the data is normal, the Independent Sample t-test and Analysis of Variance (ANOVA) were employed to evaluate the study's hypothesis. If the data were not normal, the Mann Whitney U-test or Kruskal Wallis tests were utilized. Furthermore, all data was processed using SPSS version 26 statistical software to help explain the study's findings. The questionnaire is valid and reliable in use for this study, according to the reliability test. The researcher concluded that the issue had to be relevant for this pandemic year after it was approved. The researchers created a questionnaire checklist, which was then confirmed by subject professors before pilot testing. The responses were gathered and tabulated for statistical computations once the respondents completed the questionnaires. The data was tabulated, evaluated, and interpreted. The ethical consideration is important since it safeguards the respondents' privacy while also ensuring information for the study's innovation and advancement.

Research Design

The study of Effectiveness of Marketing Strategies of LPU-Batangas among the CITHM Freshmen used a descriptive method. The enlightening strategy is exceptionally well known among researchers, and habitually a clear methodology is the previously thought when an issue or circumstance is to be explored [4]. This method utilized a wide assortment of investigation strategies to explore one or more factors. The descriptive method discovered the effectiveness of marketing strategies among the CITHM freshmen.

Respondents of the study

The survey questionnaire has been conducted among the CITHM freshmen who were first timer students in LPU-Batangas who experience the effectivity of marketing strategies in the case of new normal. The number of respondents in the investigation

were 100% of the students of CITHM freshmen, where the researchers chose all of them for the result of findings to be more reliable.

Data Gathering Instrument

The researchers utilized an adopted survey form from a research project entitled Effectiveness of Marketing Strategies of LPU-High School. The survey questionnaire was used to evaluate the effectiveness of marketing strategies of LPU Batangas among CITHM freshmen in the case of new normal. The initial portion of the survey highlights the various characteristics of those who responded, such as the age, sex, monthly income, type of school last attended, and residency. In the second part, it covers the different marketing strategies used in the New Normal. The third part contains the factor that encouraged the students to enroll in LPU Batangas. And for the last part, the questionnaire illustrates the difficulties that students have based on marketing strategies. The survey questionnaire was validated by some experts in the field of research. In addition, the researchers conducted a reliability test to assess if the questionnaire are valid and reliable to determine the effectiveness of marketing strategies of LPU Batangas among CITHM freshmen in the case of new normal. The summary result presented that the part one of the questionnaires with Cronbach Alpha of 0.721 are acceptable, the part two with Cronbach Alpha of 0.718 are acceptable, and the part three with Cronbach Alpha of 0.916 are excellent.

Data gathering procedure

Upon the approval of the topic, the researcher decided that the topic must be relevant for this pandemic year. A letter of request to conduct the study was prepared. Questionnaire checklist was constructed by the researchers, validated by the professors of the subject then the pilot testing was made. The pilot testing determined if the questionnaire would pass the consistency for measuring the effectivity of LPU's marketing strategies in the new normal. The researchers gathered the research among LPU CITHM students through google forms. The researchers explained to the respondents the importance of the study. Since the researchers' goal is to determine the effectiveness of marking strategies of LPU Batangas among CITHM freshmen in this case of new normal, the researchers believed that this will be a subjective basis among the students. After the respondents answered the questionnaires, they were collected and tallied for statistical computations. The data gathered was analyzed, interpreted, and tabulated.

Data Analysis

The needed data were gathered, tallied, encoded, and analyzed using descriptive statistics. These include frequency count, mean and standard deviation. To test the hypothesis of the study, Independent Sample t-test and Analysis of Variance (ANOVA) were used to identify if the data is normal. However, Mann Whitney U-test or Kruskal Wallis were used if the data are not normal. It distinguished the problems encountered in terms of marketing strategies and proposed an action plan to address the problems encountered by CITHM freshmen. The study determined the profile variables of the students consists of 317. These tools were used based on the objectives of the study. In addition, all data were treated using a statistical software known as SPSS version 26 to further interpret the results of the study.

Ethical Considerations

The Data Privacy Act of 2012 conforms to our examination through securing the common liberty of protection in the method of imparting and guaranteeing the respondents that the information they round out in the poll will be kept or put away. Prior to dealing with the surveys, the respondents of the examination will peruse the assent structure advising about the investigation of the analysts. In that manner they will be illuminate with the data that contains the assent structure.

RESULTS AND DISCUSSION

The contents of the journal are peer-reviewed and archival. The international journal publishes scholarly articles of archival value as well as tutorial expositions and critical reviews of classical subjects and topics of current interest. Authors should consider that the technical papers submitted for publication must advance the state of knowledge and must cite relevant prior work. The length of a submitted paper should be commensurate with the importance, or appropriate to the complexity, of the work. For example, an obvious extension of previously published work might not be appropriate for publication or might be adequately treated in just a few pages. Authors must convince both peer reviewers and the editors of the scientific and technical merit of a paper; the standards of proof are higher when extraordinary or unexpected results are reported.

Because replication is required for scientific progress, papers submitted for publication must provide sufficient information to allow readers to

perform similar experiments or calculations and use the reported results. Although not everything need be disclosed, a paper must contain new, useable, and fully described information.

Table 1
Profile of the Respondents

Age	Frequency	Percentage (%)
17	5	1.60
18	142	44.90
19	137	43.40
20	27	8.50
21	5	1.60
Sex		
Male	122	38.60
Female	194	61.40
Monthly Income		
P10, 000 – P20, 000	100	31.60
20, 001 – 30, 000	84	26.60
30, 001 – 40, 000	42	13.30
40, 001 and Above	90	28.50
Program Enrolled		
ITTM	157	49.70
BSIHM	159	50.30
Type of School Last Attended		
Public	36	11.40
Private	278	88.00
Sectoral	2	.60
Residency		
Within Batangas Province	268	84.80
Outside Batangas Province	48	15.20

Table 1 shows the profile of the respondents based on their age, sex, monthly income, program enrolled, type of school last attended, and residency. As mentioned by Slootweg and Rowson [5], the age group, which consists primarily of digital natives, has a clear preference for online marketing and uses social media and online marketing techniques. Freshmen have a big part on the internet, in that case it is significant to have online marketing strategies.

When it comes to sex, Females got the highest frequency of 194 and a percentage of 61.40 while Males have the frequency of 122 and a percentage of 38.60. It shows that every sex has a role on being effective when it comes to advertisement where it is possible to increase its effectiveness. Moreover, majority are females who take this kind of course.

Smith [6] stated by contemplating the inclinations of male and female, the viability of online interchanges and advanced advertising focused on this market portion can be expanded. Suggestions are made with respect to sorts of web-based publicizing to utilize. Both males and females are using internet, but the highest usage is of females; that is why, it is more effective in females the marketing strategies that the school employ. According to Karatsoli and Nathanail

[7], the unstable development of online media has delivered them amazing correspondence channels. With the help of females who are using more the social media, they are one of the persons who are effective in marketing. When enrolling in a school, monthly income of parents of the students is one of the important matters to consider. If parents cannot afford the choice of school of their children, it is a factor to choose the parents' decision on where they will enroll.

Table 2
Effectiveness of Marketing Strategies

Promotion	WM	VI	R
1. Association of Lyceum Brand Ambassadors	3.32	E	2
2. LPU Webinars	3.35	E	1
Composite Mean	3.33	E	
Online Material			
1. Online Advertisement	3.37	E	1
2. TV Advertisement	3.12	E	2
3. Radio Advertisement	3.10	E	3
Composite Mean	3.28	E	
Web Page			
1. LPU Website	3.54	HE	2
2. LPU Facebook Page	3.64	HE	1
3. LPU Instagram Account	3.22	E	3
Composite Mean	3.43	E	
Over-all Composite Mean	3.35	E	

Table 2 presents the effectiveness of marketing strategies. The composite mean of 3.35 indicates that the marketing strategies are effective.

Currently education is restricted in terms of school marketing because of this global pandemic. One viable way to market nowadays is through digital platform. LPU webinars are highly utilized marketing strategy amidst this pandemic since it became trends to conduct lectures, seminars and exhibitions. It is an effective tool for marketing online for LPU-Batangas as they have organized a lot of webinars to cope with the challenges in education brought by COVID-19.

Webinar is a blend of two words in particular "web" which means "internet" and workshop. The live advertising permits watcher to be intuitive, individuals can ask their interests through talk enclose and can join sharing of thoughts and musings.

Brand ambassadors are responsible for promoting a brand to spread the word about it. They are what make your brand human. Alongside the increasingly significant degree of computerized media utilization, associations' use on online limited time exercises is

continually and powerfully developing. Simultaneously, along with the developing uses on advanced advancement, it tends to be distinctly seen that the viability of exercises did in the electronic space in its present structure is diminishing because of the current pandemic [8].

The researchers asserted that LPU Facebook Page is a highly effective marketing strategy among other strategy. By this, people will easily access information and keep updated about the school events. Majority of students have their own Facebook account and by means of sharing the post from LPU FB Page, it will spread in the timeline of other users. It illustrates that even LPU FB Page serves as a marketing strategy to gain students.

Instagram is one of the most popular social media platforms among Internet population. It is an effortless photo-taking and sharing tool developed by Mike Krieger and Kevin Systrom collaborated and that was launched on the 6th day of October last 2010. Ha [9] stated that the newest type of advertisement is social media marketing. Instagram, a social media network, has grown in importance as a marketing tool. Approximately two-thirds of the large businesses and schools already use Instagram for marketing.

According to Pitkanen [10], the radio is a strong media for marketing. Radio advertising expanded brand awareness. It affects the potential clients' top-of-mind thinking. The radio has a wide range, but it is also a cost-effective way of hitting the target segment you want.

Table 3
Factors that encouraged students to enroll

<i>Indicators</i>	WM	VI	R
1. Discounts	2.76	A	10
2. School Facilities	3.41	A	3
3. School Uniform	3.33	A	5
4. Referral of other people	3.24	A	7
5. Alumni Testimonial Statement	2.97	A	8
6. Peer Pressure	2.61	A	11
7. Family Choice	2.84	A	9
8. Quality Education	3.62	SA	1
9. School for Center of Excellence	3.59	SA	2
10. Accessibility of Location	3.28	A	6
11. Preparedness for Alternative way of learning in the new normal	3.41	A	4
Composite Mean	3.17	A	

Table 3 shows the factors that encouraged students to enroll, with a composite mean of 3.17, with a verbal interpretation of Agree.

Quality Education got the highest rank in factors that encouraged students to enroll in LPU-Batangas. Quality education objectives are growing a level of competencies of students they need to enhance to be a good well-being in the society. The students expect a lot from the university when it comes to quality education. They think that LPU will give the education that they need.

There are many reasons why students still enroll in one school despite COVID-19 crisis. According to the study of Dicker, et al. [11], quality education is the thing to be considered in enrolling in one school. They regard it as high quality the staff, students and employer must recognize so that the universities indicate their offer. Identically, supporting college students to mold the graduate skills and credit that employer's worth is necessary. The result of this study confirmed that the employer's best valued graduate personal skills is the quality of learning and teaching. The students are aware about the ways of teaching and learning is used, showed unreliability whether they have been receiving a quality of education they need. Higher schooling establishments or universities need to state the price of the educational offer and provide extra services to their students.

Most of the understudies while picking the school to select they need to have a decent safe place when they are examining. They need the college to arrive at their norms where the school can give, they need when they are contemplating and LPU-Batangas has great school offices that is the reason numerous understudies needs to enlist and go on it.

Mbanwi and Enjoh [12] expressed that school offices have a critical effect on the understudies. Every one of their respondents concurred that school offices have fundamental job. They say that all school's ought to have homerooms with great cools, agreeable seats, and an open study hall so the instructors and understudies have a decent space for interconnection.

Students do not consider the peers when they are choosing a school, because they can now research on what school they will fit in or the school that can provide the education they need. For this reason, peer pressure got the lowest rank in the factors that encouraged students to enroll in LPU-Batangas.

According to Mtemeri [13], peer pressure is one of the reasons that encourage students in choosing a career as well as choosing a school to go in. This study showed that students are guided by their peers in terms of making decisions in many ways. Nonetheless, students contradict that they ask for advice in making decisions

from their peers, but they also consider it as one of the reasons in making their decisions.

Discount is also one of the factors that encourage students to enroll in LPU-Batangas, but it is on the second to the lowest rank. The university can make more discounts so many students will be encouraged to enroll, and they will think that the fees is affordable with the quality of education they need.

Crawford [14] analyzed that as the value of higher education improved and the opposition of the college students has elevated, the usage of tuition fees discount as an enrolment control device has additionally rise. When the tuition fees discounting exercise has implemented, there are monetary elements and results that ought to be labeled. The objective of his study was to discover the connection among the monetary setting and the tuition discount cost granted to their students. Furthermore, the result specified the public institutions that are examined to be in a steady financial situation, when this organization will become financially secure, they had been capable of offering extra tuition fee discount for their students.

Table 4
Weaknesses in marketing strategies

<i>Indicators</i>	WM	VI	R
1. Undelivered proper information	2.43	D	4
2. Low quality of advertisement	2.34	D	7
3. Lack of entertainment	2.38	D	5
4. Poor planning in advertising	2.51	A	1
5. non-interactive promoters	2.31	D	8
6. Unorganized marketing execution	2.46	D	2
7. Host and Publicize events	2.46	D	3
8. Unclear instructions	2.34	D	6
Composite Mean	2.40	D	

Table 4 illustrates the weaknesses in terms of marketing strategies, with a composite mean of 2.40 and a verbal interpretation of disagree.

Poor planning in advertising got the highest rank when it comes to marketing strategies. The university needed to make and offer an impressive benefit advertising that the person will have interest quickly. They must know their target audience and they must make an advertising eye-catching, simple and must be quick to absorb.

The goal of the research was to evaluate the work referring to listening comprehension strategies on the undergraduate, when paying attention to advertisements derived from the media items, as well as association in the middle of different variables and their mechanisms for understanding what they're hearing. Need an effective and eye-catching advertising

for the freshmen students to listen more in the advertising and commercials of schools, students typically used listening comprehension techniques, which has a strong connection with students taking note of tactics and accomplishments [15].

According to Jabbar [16], various marketing techniques based on their industry hierarchy positions and the ways in which they use formal and informal mechanisms to attract students. The results suggest that an immensely popular approach was marketing. Nevertheless, the schools traded higher support for potentially higher averages in student performance, confronted with the burden of transparency and charter renewal. At the same time, some over-subscribed schools have invested in marketing and recruiting to attract less affluent parents to the school, who may not be aware of the mechanism of open application and enrollment.

Due to the lack of a large-scale meeting, LPU-Batangas is hosting and publicizing an event through virtual using LPU Facebook page, twitter, and Instagram. They can create an interactive website to publish and host online event to easily access their posted events.

As cited in the study of Lockett [17], the development of technology presents an opportunity to evaluate data and manage the information to enhance their publicizing an event. Good hosting can change the way individuals and organizations interact. To realize and understand the potential benefits of publicizing an event, organizers need to ensure their processes align with technological advancements. Failing to recognize potential benefits of hosting an event might cause loss of productivity, communication, and appeal to people.

The examination uncovered that the top of the school considered computerized media to be a multi-dimensional and worth-driven practical promoting procedure, yet advanced media was disregarded and not utilized as a financially savvy showcasing apparatus due to lack of knowledge, expertise, attitude, and sense of maturity among stakeholders. However, it is proposed that by hiring marketing workers to professionally promote services, aligning their campaigns with customer needs, and embracing consumer voices on digital platforms, digital media can become a cost-effective and useful instrument for mercerizing education [18].

LPU-Batangas should provide simple, understandable instructions about the curriculum. This is especially crucial when they are not delivering the instructions face to face, as it is difficult to gauge the

tone and they cannot point out things when orders are given via email or in writing. By giving a clear instruction it must precise and explain it well that will make sure the students will understand. In the study analysis of Delale- O'Connor [19], although much has been written about the choice of education, far less is known about the knowledge disseminated to assist families make decisions on the distribution and accessibility of option data. I find that both the readability and quality of information for the students of the disseminated knowledge contain its usefulness.

Table 5
Significant Difference in Responses on the Effectiveness of Marketing Strategies when Grouped According to Program

	U / λ^2_c	p-value	I
Promotion	12215	0.716	NS
Online Material	11057.5	0.070	NS
Web Page	10964.5	0.055	NS

Table 5 presents the comparison of responses in the effectiveness of marketing strategies when grouped according to program. Ganesh and Sun [20] discussed about an open issue of effective promotional strategy choice through causal examination which is challenging in recognizing and evaluating limited time techniques just as the choice predisposition while assessing the causal impact of limited time procedures from observational information. We study the promotional strategies not just on the content level (what to promote) but also addition on the context level (when and how to promote).

On the other hand, electronic learning (e-learning) turned into the center strategy for showing the educational plan during the pandemic. Allows gaining information resources to be accessed right away conveyed to understudies, normalized, and if possible, revitalized.

Lane Keller [21] believes that challenge for online materials is the enormous, different methods in order to communicate and communicate choices, which are available to assist their businesses (for example Television, print, and intuition are all examples of creative publicizing; advancements in the marketplace and among buyers; terms, sports, together with variety of cause sponsorships; and so on) Therefore, publicists ought to understand that diverse displaying correspondence choices need to bring to the table and how they should be combined to smooth out their advancing exchanges programs.

In addition, webpages and virtual learning are becoming more relevant in many schools' offerings. As a result, teachers are devising new ways to incorporate new media into conventional teaching methods. This is a vital effort, as some people still have reservations about virtual learnings.

Krizanova, et al. [22] examined the effectiveness of Web-based courses to specialized learning. The relapse results show that the delivery design (Web-based or traditional classroom) has no critical impact on student's execution. Regardless, although gender is a critical indicator in traditional homeroom classroom, its impact vanishes in Web-based courses. The activity research focused in on the components influencing the level and nature of cooperation in the course, just as the nature of intelligent reasoning, and psychological help.

Table 6
Proposed Action Plan for Marketing Strategies

Key Result Area	Strategy	Desired Outcome	Person in Charge
TRADITIONAL To focus on email advertising as an effective and no-cost marketing tool	Send emails often to prospects and customers about promos, discounts, flexible cancellation policies, etc.	Expanded reach of potential customers	Sales and Marketing Department
INNOVATIVE To improve customer experience and satisfaction through innovation	Create QR codes that will direct the customers to the website or different social media platforms of the business	Pop up features highlighting the rules and regulations in the new normal and the proper observation of the safety protocols	Sales and Marketing Department
PROBLEMS ENCOUNTERED To focus on the competitive advantages and weaknesses of the accommodation establishment	Conduct environmental scanning to help the management determine the strengths and weaknesses of the enterprise	Competitive advantage to other accommodation businesses and meeting customer expectations	HR Department

CONCLUSION AND RECOMMENDATION

Majority of the respondents are 18 years old, females, earning 10,000- 20,000 monthly, taking up BS in International Hospitality Management, have finished Senior High School in private schools or universities, and residents of Batangas. Marketing strategies of LPU-Batangas utilized in the new normal to CITHM freshmen students are effective in terms of promotion and online material. Based on the findings, LPU web page has been proven and tested as the highly effective marketing tool. All the factors that encourage CITHM freshmen to enroll in LPU-Batangas showed effectivity to them, with the three highest factors: quality education, school for Center of Excellence and school facilities. The study determines the weaknesses observed in terms of marketing strategies and it has been indicated that planning in advertising, marketing execution, hosting and publicity, and deliberation of information require an improvement. The researchers examined the significant difference in the effectiveness of marketing strategies according to program and it resulted to not differ significantly. An action plan on marketing strategies that may help the university address the problems encountered by CITHM freshmen so it can encourage more students to enroll by the next school year has been proposed.

Based on the result of the findings, the following are recommended for CITHM may conduct more webinars, virtual activities and captivating infographics that will be posted in CITHM Facebook Page to continuously attract students. LPU-Batangas administrative staff and faculty may observe consistency in terms of quality service so enrollees will not be disappointed. LPU-Batangas or CITHM may conduct a survey about how the school itself improves their advertising strategies. LPU-Batangas may mix and match medium to reach their desired target enrollees despite this pandemic and provide awareness among students that can influence them to enroll in LPU-Batangas. LPU-Batangas and CITHM may focus on all the queries and concerns of students and address the to exceed their expectations. LPU-Batangas may promote online campaign with the Association of Lyceum Brand Ambassadors or Alumni to testify the quality and competency of LPU Batangas. Future researchers may use this research as a guide and suggest other strategies that might help burst the enrollees of LPU-Batangas.

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