

# A Comparative Analysis of Marketing Strategies among Public and Private Secondary Schools

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The main purpose of the present study was to compare the marketing strategies of public and private secondary schools. The study was descriptive in nature and survey method was applied for the collection of data. 347 secondary schools head teachers/principals working in 150 public and 197 private secondary schools of Azad Jammu & Kashmir were the population of the study. 245 head teachers/principals were selected as a sample by using proportionate stratified random sample technique. A questionnaire on the five point Likert Scale was developed to collect data from head teachers/principals. The data was analysed through percentage and mean score. For the comparison of public and private school marketing strategies the researcher used independent sample t-test analysis. It was found that head teachers/principals of public schools were using marketing strategies of promotion, people, process, physical facilities, prominence, programs and that head teachers/principals of private schools were using marketing strategies of price, programs, promotion, prospectus, people, premium, process and physical facilities. It was found that head teachers/principals of private secondary schools were using better marketing strategies than public secondary schools. It is recommended that government may allow the public sector schools to utilise these strategies of Private sector schools.

**Keywords:** *Comparative, Marketing, Strategies, Secondary Schools*



## Introduction

Education is like a product that can be taken and sold like a business that is widening with the passage of time and patronised academies for education are investing their money in skilled students. Most of the countries in the world think of secondary schools as compulsory for the growth of youth and their teens. This is the stage where their mind, body and their thoughts grow and they change very much. In the beginning rules and regulations were developed with different techniques (OECD, 2006).

New strategies are used very frequently for the purpose to increase students' enrolment and educational outcomes. In internet world, more applications are used for this purpose by experts. The director of the institution uses his PR skills by awareness and motivating students and their parents to take admission in their institutions to get a better education. They prove to the students and their parents that their institute is better for the future of their children, which can enable them to face the demands of the future. Any educational organisation will apply it in their institutions, they will have good results about their enrolment like good looking buildings, keep educated staff and paying their efforts on results are such qualities which can lead institutions to high enrolment. Due to the online system it is possible to increase the expenses of their institutions like education, printing, coaching and other expenses. There are some rules of marketing, if they will be applied to the institute that can bring a better change in the institute (Solutions, 2010).

Strategies are important in the educational field although people don't consider that so, and the understanding of a shareholder is also important in this field. The field of 'selling-the-education' has become important in last 10 years and is important since it is a significant aspect of society. New strategies are needed to get more students (Rizvi & khan, 2010).

Admissions of the school can be increased with the help of cooperative personnel. This market has a proper channel of administration that helps the field grow by using modern skills of selling and makes a nice competition in the field. This technique needs more pre planning and implication of the rules to widen the business (Wirtz & Lovelock, 2010).

Over the last few years' different concepts have been used by organisations in community like production and perspective. It was aimed that customers will buy those products which will be affordable and profitable and available for them. It is also necessary that products should have quality, that's why organisations should focus on quality and improvement (Osterwalder, & Pigneur, 2010).

This is the age of competition. There is competition between the public and private sectors. Unfortunately, the public sector is not marketing their strength. Nowadays education has become an industry. Then, we focused on market. Therefore, we develop a marketing strategy



to attract the customer. That's why it is the grey area of study. It is the aim of the study to identify the marketing strategies.

### **Objectives of the Study**

The objectives of the study were as follows:

1. To find out the prevailing marketing strategies used by public secondary schools.
2. To find out the prevailing marketing strategies used by private secondary schools.
3. To compare the marketing strategies between public and private secondary schools.

### **Research Questions**

The research questions were as follows.

1. What are the marketing strategies used by public secondary schools?
2. What are the marketing strategies used by private secondary schools?
3. What is the difference between the marketing strategies used by private and public schools?

### **Review of Literature**

#### **Marketing**

Making goods attractive and visibly beneficial in a planned way so that more people get ready to buy it is the purpose of using advertising and marketing strategies. Marketing is a social and a managing process through which people get what they need and exchange products or services with a high value. (Kotler & Armstrong, 1999).

#### **Marketing in Education**

The major aim of advertisement in higher education centres is to improve the value and type of teaching system and to make it market directed, but the basic aim of education cannot be overlooked. Advertisement techniques and the work of business promotion is partial in the education system. This is because of the state policy stating the education system. This builds the monitoring system for authorising elements, defining the estimation system and value control system. The primary goal of a marketing method is to gather the abilities and techniques of the education system to stand with the unfavourable conditions and take the best method to accomplish its targets. Hence, to have a business organisation that could fulfill the basic needs



of randomly changing system, the organisation should be able to focus this change and stand with it (Dordevic-Boljanovic, 2010).

## **Marketing strategies**

### **Target your audience**

A business will be more success if it is targeting its audience. For that purpose the data of the customers should be collected and then they should be targeted. Especially who wants advertising online? For example, if someone is targeting university students, he should create on Facebook a profile and he should make university friends. And if you are targeting school children, a person should advertise in such ways by which only school children are targeted (Ellice, 2018).

### **Track and Measure Advertising**

The success of the business depends on the effect of advertising. The advertising should be checked time to time. And its success should be checked. The online networking sites can help businessman easily in telling what to advertise and how to advertise. After their response, he has also to look at the others factors which can affect the business. If anyone is advertising he should keep phone numbers and email address, and should take the response of advertising from the people (Woschnick, 2018).

### **Time of Advertising**

At first glance, advertising year-round and spreading out your budget equally month-to-month may appear to be a wise and be a common sense approach. But if you think back to your business launch, odds are you did a lot of things that can't be scaled. There's no way for you to sustain a similar marketing and advertising initiative throughout the entire year. If seasonal products are being sold, they should be sold at the peak time, it also can be start a little bit early but it should not sell at the end of the season. Black Friday and Christmas tend to be high-performing seasons, depending on the type of business you're running. It may be advantageous to set aside some extra money for these days and/or other holidays. Finally, it can also be worthwhile to keep an eye on when your competitors launch their own big promotions. If you have an advertising budget set aside, you may be able to keep pace or even out maneuver them (Pardey, 2001).



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## **Brand well**

The brand should be introduced to the customers in a way they remember the brand every time. The big companies in the world introduce their brand to the world in a way that people all over the world remember the brand every time, either by colour or size or by logo. If colour and shape of the brand changes after a short time it will be not useful for business (Woschnick, 2018).

## **Use your resources well**

You should use your available resources in a good way. you should take benefit of social networking sites well. Like if you have a low budget, then Facebook advertisement will be more beneficial for you. And just like other social networking sites are also useful for you. If you will make the content by yourself it will be more useful otherwise you can also contact the Facebook management for advertising and also content (Ellice, 2018).

## **Choice of customers**

A businessman should not think about his customers as he thinks about his choices. For example, he likes a TV program and he thinks that his customer will like this program. Now he spending money on advertising on his brands, it will be dangerous for him and he is wasting his money. He should not make assumptions about his customer by his own mind. You should go and search out and conduct a survey about what programs the target customers like, what the radio programs they like, what books they read online, what are the magazines they read every week. It will attract more and more customers and there will be more chance of success (Tembon & Fort, 2008).

## **Marketing mix strategy**

Marketing activities perform a dual function, one is communicative and the other is active. The communicative role of the marketing mix is to provide the users the relevant service they demand. The active role of the marketing mix is to expand the area of exchanging service so that the user could assist their required service with the least attempt. Joining different elements can improve the efficiency (Milosavljevic & Todorovic 2001).

The density of all the elements used for marketing activities in higher education system bring better results in terms of enrolment, attracting the audience etc. The relative instrumentation provides us with the result of instant and long lasting objectives of higher education centres. Many international researchers showed that the instrument synergy is a tough process. In the studies done at the Singi-dunum University of Belgrade in 2008 and 2009 on a specific number of students (504 first year and 305 second year), much data was collected on the techniques

and elements of marketing. In the management process, pupils suggested the following options in choosing a faculty: 41 % teaching strategy, 23% rank of the education centre, 16% teaching quality, 13% internship chances, 2% learning spot, 2% University fee and 1% payment of fee in months (Gajic, 2010).

### Marketing Mix for Educational Institutions

Another version has been developed of a marketing mix which is most important for education purposes. It consisted of “7Ps” which is used for educational marketing, and they are program, price, place, promotion, process, physical facilities and people. (Kotler & Fox, 1995). There are also another “5Ps” which have similar elements such as the below mix model. It has been seen that all these models have similar elements but they have been named with different names. The same models were also discovered by Ivy and Naude’s (2004) “7Ps” and Ivey’s (2008) “7Ps”, ‘program, prospectus, price, prominence, people, promotion, premiums’.

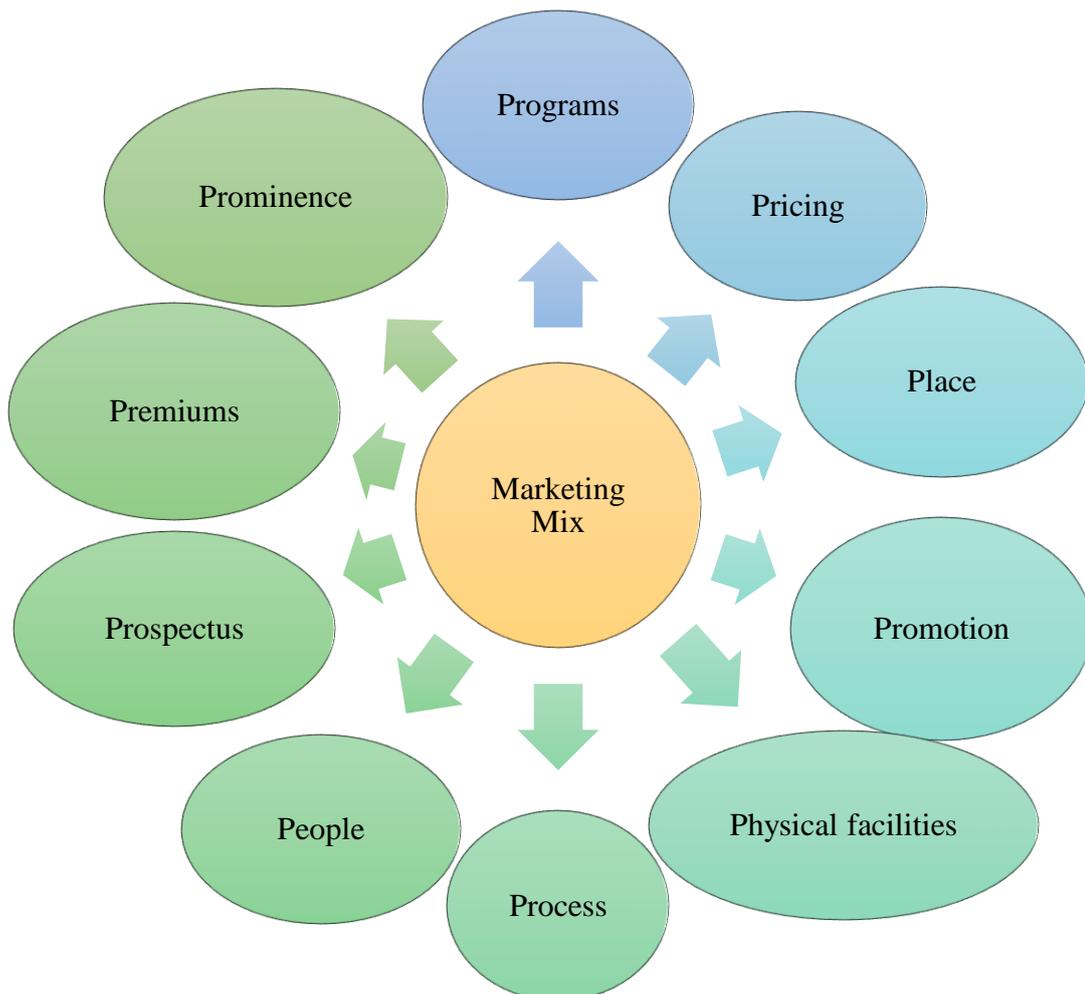


Figure 1 Marketing Mix



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## Program

What program will be effective for an educational institute, in what design and what requirements will be needed for it are all things that are addressed in the said element (Cubillo, Sanchez & Cervino, 2006).

## Price

Schools provide services to their students by staff and take fees in exchange, which is called price. It changes with each situation. Every school has its own price policy for their institution. All educational institutes want to increase this price. That's why whenever students go to any institute, they think of this policy, because they have to take admission according to their financial status. All educational institutes may keep this policy according to the financial status of the people who are living near to the institute. A customer can perceive the price in many ways, it tells him about the worth, value and characteristic of the product (Masterson & Pickton 2010).

The prices for matters of education centres do not see the importance and perception of price for a user. The set price does not only determine the cost for the customer but the given diagram shows all the profit and losses for a customer. The customer has to pay more than just money like physical work, time and other attempts. In spite of the tuition fee that the institutions gives on their prospectus, the user or the guardians need to know the overall price they'll have to pay and the worth they will get in return. The actual price is the overall price given after all the additions and cancellation of discounts, fee concessions etc (Pickton, 2001).

The educational centres should take a look at the following:

1. Change in the goal of an institution by giving a pricing statement.
2. The influence of a pricing statement on a student's admissions.
3. The level of improvement by a particular pricing statement.

The university must also compare the following:

- The pricing policy of the compatible education centres.
- The influence of an institution's own pricing policy on its competitors (Smith & Taylor 2004).



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## Place

Place is very important factor for parents to send their children to institute and also for students to take admission. Due to the importance of place it will easy for parents to choose suitable and appropriate institute for their children. That's why every institute should keep this element on the top of their policies (Kotler, 2002).

Place has a very important role in marketing. This aspect of marketing refers to how your customers will be able to purchase your products or services. Distribution channels may include:

- retailing direct to the public through a store or outlet
- selling goods via wholesalers
- retailing online
- using distributors, consultants or agents to sell your products

When deciding which channel to use, consider your target market and the logistics involved in getting your products and services to them (Mortimer & Scott, 2003).

## Promotion

Promotion means how to maintain relationships between the community and the institute. It consists of so many other things like public relations, advertising, publicity, using focal media, print and electronic media. Customer can get information about services and products through promotion. An institute must keep their best policy regarding promotion. Educational institutes use different methods for their institute promotion like websites, social media, blogging, r-newsletters, networking, e-newsletters, brochures and flyers, TV, radio, print media like newspapers and magazines, loyalty and reward programs, cold calling, mail-status and letter drops, and PR activities such as media releases and events (Tembon& Fort, 2008).

## People

In the educational setting, people are the teachers and other staff who are responsible for providing services to their students in the best way. If the staff are committed to their job and are highly qualified, they can become a source of advertising for people to come to the school and get admission. When we want to sell our product in the market, for this purpose we need people for supply, distribution, and for wholesale. All of these make a group which will be part of business and marketing. That's they may keep in their mind the importance of quality and how to give a product to a customer with high quality, otherwise better results cannot be achieved (Yilmaz, 2010).



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## **Process**

In process, an institute has to manage teachers and other staff for their institute and assign duties to them. In the process of enrolments of students, an examination system is also included. All these systems are different in every institute. If an institute will manage highly qualified staff and will assign duties according to their abilities, results of students will be good and thus the institute will have a good reputation in society and the enrolment process will grow (Chen, Lambert, & Guidry, K. 2010).

To gain goals of business, it is needed that right customer and good business process should be planned. And it is consisted on so many things like maintaining stock and giving new orders, maintaining that products are delivered on time, providing such opportunities where customers can give feedback about services or products, and to check reports regarding sales and finance (Corporation, 2018).

## **Physical Facilities**

Educational institutes provide physical facilities like staffrooms, water facilities, electronic systems and other facilities for students and teachers are included in that (Frumkin, 2007).

## **Prospectus**

For the transformation of information educational institutes use different ways like brochures, catalogues, booklets and pamphlets among institutes and the community. They convey their messages through it. Thorough these promotions individuals know about educational institutes and this has a good effects on them. Such identity positions the institution in the mind of its customers and determines how they will respond to what is being offered. It has permanent effect on the communities (Turk, 2000).

## **Premium**

It means that an institution has a high grade regarding the ranking of educational institutes. It can attract students and their parents to take admission in their institutes. Strategies which are used by public schools and private schools will be compared with one another on the mix marketing model and student model. They consist of 4 Ps and 10 Ps which are useful practices at secondary level. The 10 Ps are programs, price, promotion, place, people, and process, physical facilities, prospectus, prominence and premium s(Gibbs, 2002).



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## Product

It means the goods or services which an institute offers to their customers. It includes packaging, labelling, branding and quality at the time of developing product. Australia has a high standard of rules and regulations regarding products and labelling (Bruhn & Georgi, 2006).

## Methods and Material

The study was descriptive in nature and survey method was used for the collection of data. All the Head Teachers/ Principals of the public and private secondary schools of Poonch Division in Azad Jammu & Kashmir were the population of the study. There were 347 Head Teachers who at the time of the study were working in both sectors. The researcher used stratified random sample technique for selecting the sample. The researcher selected randomly 110 head teachers from public secondary schools and 135 head teachers from private secondary schools. The researcher used proportionate stratified random sample technique with 70% ratio for selecting the sample. The researcher used a self-developed questionnaire for data collection. The questionnaire consisted of 10 P's: pricing, place, promotion, physical facilities, process, people, prospectus, premiums, prominence and programs which were identified after the extensive review of related literature (Kotler & Fox, 1995 and Ivy & Naude, 2005). Furthermore, the questionnaire consisted of 40 statements (4 statements against each P). A Five point Likert scale was used in the questionnaire and it consisted of strongly agree to strongly disagree. The researcher validated the instrument by the two experts of the department of management sciences in Mohi-ud-din Islamic University Nerian Sharif.

To check the internal consistency of the items the researcher applied Cronbach' alpha statistical technique. The reliability of the instrument was found to be .82 which was acceptable for preceding the research. Data was collected through questionnaires by visiting the schools personally. First, the researcher took the consent from all the respondents through call or email and after this visited the school and filled in the questionnaire.

Data was analysed through statistical technique for social sciences (SPSS) version 20. The researcher applied descriptive statistics and inferential statistics for the analysis of data. In descriptive statistics the researcher used frequencies mean and standard deviation. For inferential statistics the researcher applied t-test for the comparison of means.

## Results

Table 1. Marketing strategies of public schools

Marketing Strategies	Mean	SD
Price	3.95	.668
Place	3.89	.659
Promotion	3.94	.645
Physical facilities	3.95	.643
Process	3.95	.643
People	3.93	.642
Prospectus	3.86	.701
Premium	4.13	.367
Prominence	3.95	.643
Programs	3.95	.643

Table 1 depicts the marketing strategies of public sector secondary schools. The table further showed that the “premium” (marketing strategy) found the highest value  $M=4.13$  and  $SD=.367$  regarding using the marketing strategies. The other marketing strategies also showed better mean scores which were near to 4. It means that the public schools were using all the marketing strategies in general and premium marketing strategy for attracting the community and students.

Table 2. Marketing strategies of private schools

Marketing Strategies	Mean	SD
Price	4.02	.672
Place	3.96	.713
Promotion	4.02	.667
Physical facilities	4.03	.661
Process	4.03	.661
People	4.03	.661
Prospectus	3.99	.728
Premium	4.13	.367
Prominence	4.03	.661
Programs	4.03	.661

Table 2 depicts the marketing strategies of private secondary schools. The table further showed that the “premium” (marketing strategy) also found the highest value  $M=4.13$  and  $SD=.367$  regarding the use of marketing strategies. The other marketing strategies also showed better mean scores which were above 4. It means that the public schools were using all the marketing strategies in general and premium marketing strategy for attracting the community and students.

Table 3. Comparison of Marketing strategies of public and private schools

	Type of School	N	Mean	Std. Deviation	t value	p
Price	Public	107	3.95	.668	-.895	.371
	Private	138	4.02	.672		
Place	Public	107	3.89	.659	-.775	.439
	Private	138	3.96	.713		
Promotion	Public	107	3.94	.645	-.855	.394
	Private	138	4.02	.667		
Physical	Public	107	3.95	.643	-.977	.329
	Private	138	4.03	.661		
Process	Public	107	3.95	.643	-.977	.329
	Private	138	4.03	.661		
People	Public	107	3.93	.642	-1.145	.253
	Private	138	4.03	.661		
Premium	Public	107	4.13	.367	-.079	.937
	Private	138	4.13	.370		
Prospectus	Public	107	3.86	.701	-1.382	.168
	Private	138	3.99	.728		
Programs	Public	107	3.95	.643	-.977	.329
	Private	138	4.03	.661		
Prominence	Public	107	3.95	.643	-.977	.329
	Private	138	4.03	.661		

Table 3 shows the analysis of independent sample t-test. The table indicated that there were no significant differences found in all the marketing strategies. The p value of all marketing



strategies was greater than the 0.05 significant level. It means that the public and private schools were using the same marketing strategies for attracting the community.

## **Discussion**

The first research objective was to find out prevailing marketing strategies used in public secondary schools. It was found that the head teachers/principals of public secondary schools adopt different marketing strategies for their school improvement. These marketing strategies include: promotion, physical facilities, process, people, programs and prominence. A similar study was carried out by Emanuel & Marline, (2005) which also indicated the same results, that the head teachers of secondary schools were using the strategies: promotion, people, planning and price for uplifting the school. Another study was carried out by Johnson, (2009) which contradicted the present results: promotion, physical facilities, process, people, programs and prominence.

The second research objective was to find out prevailing marketing strategies used in private secondary schools. It was found that the head teachers/principals of public secondary schools make use of different marketing strategies for their school improvement. These marketing strategies include: price, promotion, physical facilities, process, people, premium, prospectus and programs. A conclusion of the current study is similar to the conclusions of the study conducted by Foskett, (2002), the result of their research study was: price, place, promotion and programs. It was carried out by Shami & Hassain, (2008) which contradicted the results: price, place, promotion and programs.

The third research objective was to compare the marketing strategies between public and private secondary schools. It was found that the head teachers/principals of private secondary schools give preference to the marketing strategies for enrolment advertisements as compare to public schools. Public schools preferred these strategies: physical facilities, promotion, people, programs, process and prominence. Private schools preferred these strategies: price, promotion, physical facilities, process, people, premium, prospectus and programs. The same marketing strategies of public and private schools are: promotion, physical facilities, process, people and programs. Private schools preferred these marketing strategies: price, prospectus and premium as compared to public schools.

Conclusions of the current study is similar to the conclusions of the study conducted by Ho & Hung (2008). The result of their research study indicates that there is no significance difference in the marketing strategies of the head teachers/principals of public and private elementary schools which is similar to the current study.

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## Conclusions

On the bases of the findings the following conclusions were drawn:

1. It was concluded that the head teachers/principals of public secondary schools adopt different marketing strategies for their school improvement. These marketing strategies include: promotion, physical facilities, process, people, programs and prominence.
2. It was concluded that the head teachers/principals of public secondary schools adopt different marketing strategies for their school improvement. These marketing strategies include: price, promotion, physical facilities, process, people, premium, prospectus and programs.
3. It was concluded that the head teachers/principals of private secondary schools give preference to the marketing strategies as compared to public schools. (i) Public schools preferred these strategies: promotion, physical facilities, process, people, programs and prominence. (ii) Private schools preferred these strategies: price, promotion, physical facilities, process, people, premium, prospectus and programs. (iii) The same marketing strategies of public and private schools are: promotion, physical facilities, process, people and programs. (iv) Private schools preferred these marketing strategies: price, premium and prospectus as compared to public schools.

## Recommendations

1. It is recommended that head teachers/principals may use all the (10 marketing strategies) for improvement of schools in attracting the community and parents. And government can also allow the public sector schools to utilise these strategies of private sector schools and vice versa.
2. It is recommended that the head teachers/principals of private secondary schools use the remaining marketing strategies for uplifting the school.
3. It is recommended that there may be public-private partnerships through both sectors (public and private) that may be beneficial for each other.

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