



Marketing of Commerce Education -A Study on Universities in Karnataka

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ABSTRACT

Education in general and higher education in particular is one of the service areas thrown open to such competition. The entry of International Providers of Educational Services (IPES) in to India is fast changing the scenario of higher education. The launching of partially self financed courses and fully self financed courses, evolving systems of franchising university courses and opting to distance and on-line mode of providing education etc., have been examples as to how the universities are entering the marketing phase in the process of service delivery. Marketing strategy largely followed by commercial service providers. Educational services have already become a marketable service and competition has become inevitable. The Young students today in the global economic system are generally lucrative goals. Their main desire is to earn money and become rich. Very few aspire for knowledge for the sake of knowledge-the aim for the older generations. Commerce education offers good prospects for the ambitious person.

Universities and education institutions have sought the 'holy grail' of a student system as part of marketing management that can be used to competitive advantage, and have implemented new systems with the aim of improving processes and managing their relationships with students throughout the student lifecycle. The students have started choosing commerce educational institutions based on varied aspects both related to physical infrastructure, standard, brand value and the quality of human resources. The range of marketing approaches offered will be better able to cater for the needs of a growingly diverse range of students and increase student choice in commerce education. Setting student expectations at the start of their university careers will be a crucial factor in their Success,

KEYWORDS :

Introduction:

Since the coming into being of the General Agreements on Trade in Services (GATS), service sector has been open to global competition. Education in general and higher education in particular is one of the service areas thrown open to such competition. The entry of International Providers of Educational Services (IPES) in to India is fast changing the scenario of higher education. There are equally important Domestic Providers of Educational Services (DPES), most of whom are private institutions. Obviously these changes have brought in changed expectations among the students, parents and corporate companies. It is therefore necessary that the institutions like universities start addressing this dimension of providing educational services.

The launching of partially self financed courses and fully self financed courses, evolving systems of franchising university courses and opting to distance and on-line mode of providing education etc., have been examples as to how the universities are entering the marketing phase in the process of service delivery. Having entered this phase, it is inevitable that the universities adopt the new marketing techniques also. Attracting good and more number of students, retaining them for the full length of the courses and facilitating their placement have all become a compulsion for educational institutions. Amidst this compulsion it is also necessary to maintain a healthy academic environment and a good ambiance for the students to learn. Marketing strategy therefore, aptly fits in as a method of improving the quality and delivery of educational services through universities.

Marketing strategy largely followed by commercial service providers. Educational services have already become a marketable service and competition has become inevitable. The students have started choosing educational institutions based on varied aspects both related to physical infrastructure and the quality of human resources. The students here are the consumers of educational services and therefore need to be treated with care and caution. Creative marketing strategy will need for an hour's in the field of higher education at government and universities level particularly for commerce education.

Commerce Education in India:

Commerce education is a living discipline and is totally different from other disciplines. Hence, it must charter new routes to service the aspirations of the nation. To man the economic development of the country and to meet the growing needs of the society, there is great

er demand commerce education in Indian Universities. To meet the huge demand in the country the University Grant Commission flexible in its policy to allow start more number of central, state, deeded universities all over the county to cater to the needs of ongoing demand. The Young students today in the global economic system are generally lucrative goals. Their main desire is to earn money and become rich. Very few aspire for knowledge for the sake of knowledge-the aim for the older generations. Commerce education offers good prospects for the ambitious person. Many of them join commerce colleges or take admission in commerce with the aim of getting good jobs.

The growth of commerce, industry and trade bring about the growth of agencies of trade such as banking, transport, warehousing, advertising, etc. The universities and the state government have been offering more and more commerce courses. Increase in production of quality commerce graduates results in increasing demand, which further results in boosting employment opportunities. In the global scenario the importance of commercial education is being realized in every part of life and everywhere in the world. The government has introduced commerce education at school level and university and college level and almost taluk headquarters. More and more private institutes are open and offering commerce courses in everywhere. There should be more opportunities for higher education in the field of commerce education then them available at present needs.

Marketing of Commerce Education:

Marketing is becoming increasingly a business necessity, as institutions seek to differentiate themselves from competitors through a range of measures, including the quality of Services provided to their students, and to manage the costs of their processes by increasing efficiency and effectiveness. In order to manage these needs successfully, activities must be underpinned by robust and flexible systems that can meet changing requirements. The commerce Institutions must be able to demonstrate and realize the benefits of these systems to add value and to justify the expense of implementation. In the past management institutions have tended to manage different stages of the student lifecycle using different IT solutions, for admissions, student Records, accommodation, or alumni. Many institutions now believe that an integrated approach is necessary, in order to increase efficiency by reducing the need for multiple data entry, whilst improving the outcome of their activities.

In recent years, many institutions have sought the 'holy grail' of a student system as part of marketing management that can be used to competitive advantage, and have implemented new systems with the aim of improving processes and managing their relationships with students throughout the student lifecycle. Whether it be for increasing the speed of delivery of services such as admissions decisions, provision of information to pre applicants, management of academic records, linking between corporate entities, placement and their use for indicating the need for student Support, or management of relationships with alumni and fundraising, institutions are investigating Ways in which they can carry out these activities more effectively. Management Institutions are beginning to wake up to the vast amount of data and intelligence available within their own systems that can be used to understand their market, understand the needs of their Students and ensure that they secure the reputation and real business advantages arising from the Successful in target marketing.

Review of Literatures:

The researcher has carried out a review of literature relating to the marketing of education. An attempt has been made to summarise the important studies and works keeping in mind the relevance of the paper study.

Radhika and Dr. Vazir SN (2014) have highlighted the new innovations and dimensions of commerce education in India. The researchers identified the commerce education has been facing new challenges and threats of quality, competition, technology and human resource. They suggest for improvement in the quality of commerce education in order to fulfill the demand of the corporate bodies for employable commerce graduates/ post graduates who have adequate skill.

Dhaval Desai(2013) in his study he examines the output of commerce education should full global competition but we have to face that commerce graduate and post graduate have look of practical knowledge. We want practical oriented commerce education in this age. Some science and engineering institute developed practical oriented coerces and skilled person who are needed for corporate and industries requirement. The quality of Commerce Education has become a major marketing issue in the changing environment. As per specialization, a practical training should be provided to the students. By making relevant and practical oriented Commerce Education, we may impact global competitiveness to our students.

Dr. Kishor Mohari: examined the challenges and opportunities of higher education in commerce keeping in view the facts and demand of the time, prospects of Commerce Education seems very bright. To avail the advantage of Commerce, a lot of educational institutions have been opened to educate students in the field of Commerce with more knowledge on practical. All need to come and work together selflessly to bring positive changes in the interest of the students without which the future of the students will be a further risk, the implication of which will affect the nation building- the key objective of education.

D. Obul Reddy (2007) the author in his paper he highlights the Commerce Education its objectives, its problems, its job potential, its quality and its relevance to the present day needs of our country. The learned members may take this opportunity for an objective introspection about the Commerce Education – its objectives, its problems, its job potential, its quality and its relevance to the present day needs of our country. Let it not be said that men of our generation failed to give it a timely turn towards new meaning and usefulness.

Dr. Nilesh and Gajjar (2013) have highlighted the relevance of Commerce Education in present era. The researchers also points out that the Commercial education is a type of training which, while playing its part in the achievement of the general aims of education of any given level, has for its primary objective the preparation of people to enter upon a business career, or having entered upon such a career, to render more efficient service therein and to advance from their present levels of employment to higher levels. Therefore there is a need to make commerce graduation courses more meaningful and purposeful.

Suraksha, Ritu, Deepak Bhatia (2013) have stressed up on the issues and challenges before commerce education in India. At present India is in a juncture of evolution involving social, cultural and eco-

nomc changes etc. Commerce education need to be holistic, targeted and customized with aim to remove the gap that exist between industry requirements and academic curriculum focusing on attitude, corporate awareness, grooming and developing managerial skills. Therefore, it is the need of hour to re-orient and re-designing the commerce education in such a way that it will be relevant for society.

Susy S. Chan (2001) has studied the challenges and opportunities in e-commerce education. Challenges like new market dynamics, faculty resources, continuous curricular innovation and technology infrastructure. The researcher argues that whether e-commerce should be viewed as a new curricular area which has not slowed down curricular innovation.

Dr. Rahul Sawlikar : says that the output of Commerce Education should be multidimensional and with full global competitiveness. But we have to realize that the Commerce graduate have lack of practical knowledge. The practical oriented Commerce Education is a need of the age. As per specialization, a practical training should be provided to the students. By making relevant and practical oriented Commerce Education, we may impact global competitiveness to our students. As a part of the society the social awareness among Commerce students is the emerging need of present time.

Mihaela Diaconu (2011) has conducted study on "Marketing Approach in the management of Higher Education Institutions" the objective of the paper is to present relevant aspects of the marketing approach of the universities activities in the current market conditions of higher education institutions. Universities are placed in the position to find solutions to the problems of stakeholder characteristics and to the competition on the educational market. The author concluded that there is a rich specialized literature appeared especially after the '80s that presents the marketing tools which allow the construction of viable competitive strategies as components of university management performance.

Nicolescu, L. (2009) focuses on applying marketing concepts to the higher education sector. It starts by shortly reviewing some of the main marketing concepts and continues with an overview of how such marketing concepts can be relevantly used for the higher education sector. The extent and limits in their application are identified and discussed and the paper also suggests which of the marketing ideas are already highly used in higher education and which ones still have to be developed.

Objectives of the paper are as follows:

- To analyze the market potentiality for commerce education in the present scenario.
- To study the marketing agencies entering in to commerce education system.
- To analyze the gap between the expectations and the actual service delivery in commerce education system.
- To examine the possibility of introducing the new specialized professional courses in commerce education system.
- To suggest measures to introduce creative marketing strategy in the commerce education system.

Research Methodology:

The paper is erected on the basis of primary data and secondary data. An effort is made to collect actual data about "Marketing of Commerce Education" For this purpose a structured questionnaire was administered to the samples of respondents from students, teachers, and parents in Post graduate departments of universities in Karnataka. The paper also based on secondary data as well. Literature, reports, statistical figures and such other are collected from books, journals, research papers and other published and unpublished documents of both national and international standard. Annual reports of both private and government education institutions.

Some of the major findings:

- The global commerce education system has been well know for Value added professional education but only few universities in India are world rank. Majority of the universities including universities in Karnataka has not been providing Value added education as per the expectations global market expectations.
- It is clear that, the higher education in commerce has been mar-

keted with scheme-B (PSFS strategy) more than 40% of the students shouting their admission under scheme-B in the university departments and colleges.

- More and more numbers of private education institutions are offered commerce educations both at Post Graduate and Graduate level by getting market potentiality for commerce education in the present scenario.
- Both universities department and colleges are competing with private institutions to fix's the fee for scheme-B (PSFS) students, with this it is clear that universities are also enter to the market to market commerce education in the name of PSFS.
- 'Quality is never an accident; it is the outcome of continuous intellectual efforts'. The commerce education has forced comparison in quality education between various new private, government institutions and there is acute competition not only at the local, regional, state level but also at national and international level.
- The government and universities in Karnataka are allow to start more number of commerce courses both at post graduate and graduate level with minimum infrastructure facilities, that will reflex on the quality education.
- The universities and government of Karnataka are does not clear cut policies for fixing of fee and admission the students on merit basis's
- Marketing needs to satisfy the consumers /stakeholders by adapting customization strategy but, the gap in case of commerce education has been increasing between the students, parents, corporate entities expectations and the performance of commerce education in Karnataka.
- All the universities in Karnataka are offering only the traditional B.Com and M.Com degrees only even in the global education system. Diversification of commerce education has not taken place even after completion of 60 years in commerce education in Karnataka.

Some of the major Suggestions:

- The higher education system may cutting edge competition of the corporate world has stormed into the academic world. High quality commerce education is a promise almost every academic institution makes. The universities and government must also come with road map for improving quality in commerce education in Karnataka.
- The intervention of knowledge commission of Karnataka is very essential in fixing the fee on market basis and admission intake quality of infrastructure on par with professional education in Karnataka.
- To retain the demand of commerce education, assessing and analyzing the potentiality of commerce education needs is essential by that creative marketing strategy will apply in marketing of commerce education to retain the market demand for long time.
- The global commerce universities and institution is no longer confined to the practice of the traditional compound. Universities and private institutions are giving way to new, professional and specialized courses in each field of commerce core subjects in competitive global market. In fact, emerging commerce and management institutions like B-Schools, management institutions are fueling their rapid growth and sustain in the global environment.
- The western universities would be first of its kind, which tries to apply marketing strategy in commerce educational. Since the application of marketing concepts such as quality of education have already proved to be a success in educational institutions,

Marketing too is likely to open new means of achieving higher degree of quality in universities and private institutions.

- For creative marketing of commerce education, universities and private institutions should have linkage with Business and Industry to understand their requirements and reorient teaching, training, consultancy and research activities to meet the challenges of globalization and liberalization. There should be a formal forum for frequent interaction of commerce institution and Commerce Associations, Chambers of Commerce & Industry and other professional bodies for up gradation and marketing of commerce Education.
- Organized and focused efforts of the Karnataka Knowledge Commission and universities, Education policy were achieve quality and excellence in commerce education by proper guidance, supervision and control over the universities, colleges, private education institutions more frequently.
- Global marketing has been success mainly because of value added marketing and satisfying the customers even after taken cares the problems of the consumer through creative marketing. This is high time for the universities who are marketing the education services to include value added education in their education system by that, the universities may successful not only in providing value added education but also face the global competition in commerce education global market.
- The universities already marketing the commerce education by introducing PSFS and affiliating more number of private institutions in offering commerce education. The admitted under PSFS and in private institutions are marketing the admissions in a competitive charges, in wake of this the universities should think over implementing the marketing strategies in their education service it may help the in reducing the gap between the students expectation and commerce education services of universities.

Conclusion:

Commerce educational services have already become a marketable service and competition has become inevitable. The students have started choosing commerce educational institutions based on varied aspects both related to physical infrastructure, standard, brand value and the quality of human resources. The commerce students here are the consumers of commerce educational services and therefore need to be treated with care and caution. The launching of partially self financed courses and fully self financed courses, evolving systems of franchising university commerce courses and opting to distance and on-line mode of providing education etc., the universities entered marketing, it is inevitable that the universities adopt the new marketing ethical issues also.

The range of marketing approaches offered will be better able to cater for the needs of a growingly diverse range of students and increase student choice in commerce education. Setting student expectations at the start of their university careers will be a crucial factor in their Success, as is the importance of building on the relationship with students throughout their time in Academia. The leading universities, deemed universities, reputed commerce institutions are in the frontline in marketing the educational services by using marketing strategies in the course of their services. Implementing the strategy of Student relationships Management in higher education will not only increase the quality of services but also increase the market value of commerce courses in competitive market. The universities can establish its brand marking in the higher education through quality of educational services.

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