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**Marketing Strategies for Admissions of Management Institutes in Maharashtra**

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**Abstract**

The management institutes in Maharashtra state have tremendous competitions among these B schools. The management institutes prefer the marketing practices to be adopted for getting admissions. The management institutes always look for strong marketing practices so as to attract the more and more students for admissions, hence the marketing makes an impact on admissions in management institutes. Here in this research paper, researcher made an attempt to study whether there is an impact of marketing on admissions of management institutes in Maharashtra. Through the data analysis, it is found that Management Institute in Maharashtra

State assumed the impact of marketing and its content could assist to get admissions done in their institutes.

**Keywords:** Marketing Strategies, Admissions and Management Institutes

## **I. INTRODUCTION**

Conceptually, Marketing is the process which creates, communicates, delivers the value to the customer, and maintains the relationship with customers. It generates the strategy that underlies sales techniques, business communication, and business developments. It is an integrated process through which companies use to build strong customer relationships and create value for their customers and for themselves.

Marketing Mix is a modern concept in modern marketing and involves practically everything that a marketing company can use to influence consumer perception favorably towards its products or services so that consumers and organizational objectives are attained. Marketing mix is a model of crafting and implementing marketing strategy.

The Major marketing Mix elements as designed by Prof. E. McCarthy are as follows: Product, Price, Place and Promotion:

In this research work, the Management Institute's diversified market products, price ranges, places of distribution and the promotional strategies they had used to promote their products were studied.

### **Objectives of the Study**

The objectives of this research papers are as follows

1. To analyze the impact of marketing on Admissions of students.
2. To understand the urge of marketing for attracting management prospects to become the institutes' students.

### **Hypothesis of the Study**

**Null Hypothesis:-**Management Institute in Maharashtra State did not assume the impact of marketing and its content could assist to get admissions done in their institutes.

**Alternative hypothesis:** Management Institute in Maharashtra State assumed the impact of marketing and its content could assist to get admissions done in their institutes.

### **Research Methodology**

In this research an interview and questionnaire solicited for survey were taken in to consideration as a primary source of data. . This research was based on deductive reasoning i.e. from more general to more specific (Top-Down approach). The elements of research design are explained as follows:

**Sample Size/ Universe:** - 95 respondent institutes (each for 4 students, 4 faculties and 1 director & 1 management) around 25% of 389.

**Target Customers:** - Aspiring students, existing students, alumni, faculties and management.

**Research Design:** - Descriptive, Diagnostic and experimental design.

**Sample Design:** - Probability random sampling design.

**Population:** - Heterogeneous population of the respondents.

**Sampling Design Method:** - Probability stratified random sampling design.

**Measurement and Scaling Techniques:** - Nominal scale, ordinal scale, rating scales and Likert Scale.

### **Data Analysis and Interpretation:**

The data is collected in order to know whether there is an impact of marketing on the admissions of management institutes. This data is collected through the dichotomous questions as follows

**Table No. 1.1**

<b>Respondents</b>	<b>Yes</b>	<b>No</b>	<b>Total</b>
Students	349 (91.60)	32 (08.40)	381 (100%)
Faculty	364 (95.03)	19 (04.97)	383 (100%)
Director	81 (87.09)	12 (12.91)	93 (100%)
Management	76 (83.51)	15 (16.49)	91 (100%)
Total	870 (91.77)	78 (8.33)	948 (100%)

**Source: Field Survey and Excel Output**

It was observed from the above table that (91.77%) Management Institute in Maharashtra State assumed the impact of marketing and its content could assist to get admissions done in their institutes whereas (8.33%) Management Institute in Maharashtra State did not assume the impact of marketing and its content could assist to get admissions done in their institutes. This can be proven with the help of chi square test.

**Table No. 1.2**

<b>Chi-Square Tests</b>			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.335 <sup>a</sup>	3	.001
Likelihood Ratio	15.099	3	.002
Linear-by-Linear Association	5.613	1	.018
N of Valid Cases	948		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.49.

**Source: Field Survey and SPSS output**

As asymp. Sign test value 0.001 is less than standard significance value, hence the null hypothesis is rejected again it was proven by using chi square test that Management Institute in Maharashtra State assumed the impact of marketing and its content could assist to get admissions done in their institutes. Hence the null hypothesis Management Institute in Maharashtra State did not assume the impact of marketing and its content could

assist to get admissions done in their institutes' is rejected. Hence the alternative hypothesis 'Management Institute in Maharashtra State assumed the impact of marketing and its content could assist to get admissions done in their institutes' is accepted.

## **II. CONCLUSIONS**

It is concluded that (91.77%) Management Institute in Maharashtra State assumed the impact of marketing and its content could assist to get admissions done in their institutes whereas (8.33%) Management Institute in Maharashtra State did not assume the impact of marketing and its content could assist to get admissions done in their institutes. Hence the null hypothesis 'Management Institute in Maharashtra State did not assume the impact of marketing and its content could assist to get admissions done in their institutes' is rejected. Hence the alternative hypothesis 'Management Institute in Maharashtra State assumed the impact of marketing and its content could assist to get admissions done in their institutes' is accepted.

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