

Қазақстан Республикасы Мәдениет және спорт министрлігі		Министерство культуры и спорта Республики Казахстан
«Халықаралық туризм және меймандостық университеті» коммерциялық емес акционерлік қоғамы		Некоммерческое акционерное общество «Международный университет туризма и гостеприимства»

**“APPROVED”**  
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**NJSC “International University of**  
**Tourism and Hospitality”**  
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 « \_\_\_\_\_ » \_\_\_\_\_ 2021



## MARKETING POLICY OF UNIVERSITY TO ATTRACT A CONTINGENT OF STUDENTS

**Turkistan, 2021**

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**Approved and put into effect:**

By the decision of the Academic Council of the International university of tourism and hospitality (Protocol №. 8 of «26» 02. 2021)

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## CONTENT

1. Introduction	4
2. Normative references	4
3. Reputation management	5
4. Market research	5
5. Building relationships	5
6. Action Plan	6
7. CRM	7
8. Fundamentals of marketing research	7
9. Benchmarking, monitoring and review	8

Қазақстан Республикасы Мәдениет және спорт министрлігі		Министерство культуры и спорта Республики Казахстан
«Халықаралық туризм және меймандостық университеті» коммерциялық емес акционерлік қоғамы		Некоммерческое акционерное общество «Международный университет туризма и гостеприимства»

## MARKETING POLICY OF UNIVERSITY TO ATTRACT A CONTINGENT OF STUDENTS

### **Introduction**

The Marketing policy is approved with the management of the International University of Tourism and Hospitality (hereinafter – the University) and exists to promote the University's goals regarding student recruitment in Kazakhstan and from abroad, advocacy, and increased participation by supporting the corporate strategy.

The university's marketing policy for attracting students (hereinafter referred to as the Policy) is designed to raise awareness about the University, better understand the higher education institution and expand interaction with the latter by achieving the goals and objectives set.

### **1. Scope of application**

The regulation is included in the set of internal regulatory documents of the International University of Tourism and Hospitality.

### **2. Normative references**

This Regulation has been developed in accordance with the following regulatory documents:

- The law of the Republic of Kazakhstan «On Education» dated July 27, 2007 №319 (with amendments and additions as of 07.07.2020 y.);
- State educational standard of higher education in accordance with Annex 7 to the order «On approval of state compulsory standards of education at all levels of education» the order of the Minister of education and science of the Republic of Kazakhstan dated October 31, 2018 № 604;
- «On approval of the Rules for conducting the Unified National Testing and providing public services» Issuance of a certificate of passing the unified National testing «Order of the Minister of Education and Science of the Republic of Kazakhstan №. 204 dated May 2, 2017;
- Resolution of the Government of the Republic of Kazakhstan № 58 dated January 23, 2008. About the approval of the Rules for awarding an educational grant to pay for higher or postgraduate education with the award of a bachelor's or Master's degree»;
- Order of the Minister of Education and Science of the Republic of Kazakhstan dated October 31, 2018 № 600. About the approval of Standard rules of admission to training in educational organizations that implement educational programs of higher and postgraduate education;

Қазақстан Республикасы Мәдениет және спорт министрлігі		Министерство культуры и спорта Республики Казахстан
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– «On approval of the Rules for Documenting, managing documentation and using electronic document management systems in state and non-state organizations» Resolution of the Government of the Republic of Kazakhstan № 703 of October 31, 2018.

### **3. Reputation management**

We will:

- strive to ensure that the University received full recognition for the quality of services and services provided in the republican and international markets;
- enhance the reputation of the University by consistently managing its visual identity, key marketing messages and brand awareness across all platforms for all potential stakeholders;
- continue to increase recruitment by promoting the University's portfolio and encouraging applications for all undergraduate educational programs;
- comply with the laws of the Republic of Kazakhstan «On Education» dated July 27, 2007 №. 319 (with amendments and additions as of 07.07.2020)
- comply with the General Data Protection Regulation (GDPR).

### **4. Market research**

We will:

- make decisions based on facts;
- support all marketing plans and activities with a reliable evidence base, being convinced that we are aware of the educational market, and not just focus on it;
- systematically evaluate all marketing activities through reviews, feedback, valuation activities, data analysis, management information, surveys, web analytics and other diagnostic tools;
- Be proactive by providing internal colleagues with a wide range of market information and marketing support;
- offer advice, research and evidence to improve the management of the University's image;
- Inform the university community about industry trends, current marketing thinking and campaigns to promote and outreach learners.

### **5. Building relationships**

We will:

- Design and implement sustainable campaigns to manage relationships with job seekers, prospective job seekers and partner institutions that encourage applications and convert job seekers into learners;



Қазақстан Республикасы Мәдениет және спорт министрлігі		Министерство культуры и спорта Республики Казахстан
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– develop our relationship with alumni so that they remain active defenders of the University, and also encourage admission to graduate, doctoral and continuing education programs;

– provide websites, marketing materials, advertising campaigns and events that encourage the target audience to interact with the University and its corporate identity and values.

## 6. Action Plan

### *Strategic approach*

Marketing, recruitment, and hiring use both «traditional» and «new» marketing practices, creative thinking, commitment to long-term implementation, and ensuring seamless customer engagement, as well as systematic communication with the University's planning efforts.

We use a tone that is welcoming, confident, responsive, and inclusive. In keeping with the spirit of the University, we also have an approach that supports and guides our potential clients and candidates throughout the application cycle. We do not use a sales-oriented approach, as this is not consistent with the nature of our education.

The main messages that we integrate into all our communications are as follows:

- demo showcasing aspects of our product that add value to the learner experience;
- Focus on the benefits that complement our courses, and support services that enable our students to improve their employment prospects;
- presentation of unique aspects of the University's work;
- value for money with a council-oriented approach to the accessibility of university education;
- employment opportunity. Keeping these core ideas in mind, the focus is on demonstrating what the university experience really is.

To promote transformation and preservation, it is important that we provide the means to make the whole experience more tangible and present a true and accurate representation of that experience. We use the real «voices» of various stakeholders to tell the story of the University.

Our core objectives focus on individuality and focus on how the International University of Tourism and Hospitality gives our students the freedom and support for individual development, enabling them to become truly unique graduates who will stand out in the tough graduate job market.

An integrated marketing approach was adopted to ensure consistency across all marketing and recruitment channels, providing the flexibility needed to keep up with the changing marketing landscape.

Қазақстан Республикасы Мәдениет және спорт министрлігі		Министерство культуры и спорта Республики Казахстан
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## 7. CRM

Our CRM Strategy (Customer Relationship Management System (with applicants) It serves as the basis of the plan and formulates the nature and time of the emergence of points of contact with the educational market, formulating our main target audiences, as well as when and how we interact with them. This includes prospective students, parents, schools, further education colleges, alumni, faculty, and the wider University community. The CRM schedule defines the order and method of communication with stakeholders, as well as the information/messages underlying the contact points, and is provided as a detailed document.

This includes:

- identification and proper use of integrated communications;
- creating and managing web software and related campaigns;
- creating and distributing an annual campaign prior to application;
- Days of open doors;
- preparation of annual brochures for students of the University;
- Days of undergraduate applicants;
- interviews and audition days;
- social networks;
- Internet landscape;
- management of the educational process of the University and activities of relations with schools and colleges;
- web content management, web guides, website support and content management.

## 8. Fundamentals of marketing research

All marketing and recruitment plans and activities are based on market research, which means that strategies are based on constant updating and improvement. Understanding individual target audiences and being «on the pulse» allows us to present the university brand reliably, consistently and clearly and make decisions based on facts.

*Marketing activities include:*

- Google Analytics;
- polls, for example; Doors Open Days, Applicant Days, School Relations;
- polls of those who refused;
- interviews of applicants;
- analysis of management information: application numbers, gender, region of origin, postcode analysis, qualifications, ethnicity and disability;
- candidate tracking;
- withdrawal of the applicant;

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- application trends;
- data of competitors;
- tracking digital activity and response rate;
- information about the market for individual courses.

### **9. Benchmarking, monitoring and review**

Tracking success is usually done throughout the entire market research process. The Admissions Campaign and Marketing Department holds weekly meetings to monitor and determine the effectiveness of the strategy, as well as to verify the delivery of the University's information messages and evaluate current plans and activities.

Plans are compared and monitored using:

- Guidelines for identification;
- Tool kits;
- Web and other templates;
- Trainings for web champions;
- Brochure templates;
- Written CRM plan;
- Statistical analysis;
- Providing advice, assistance, guidance and support to all colleagues from the International University of Tourism and Hospitality regarding advertising opportunities, markets, events and activities.

The Risk Register of the Admissions Campaign and Marketing Department and the table of key performance indicators are updated every year in agreement with the Vice-Rector for Academic and Scientific Affairs and are traditionally part of the University's annual plan