

***There is no marketing without
marketing research: Knowledge once
again is
Power***

CASE

**Presented by
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Why Marketing Research?

- **Because it's the basis of marketing**
- **Because you are not your consumer (student, parent, alumni, donor)**
- **Things change**

Why Not Marketing Research?

- **We can't afford it**

★ You can't afford not to do it

Marketing research is an investment, not a cost!

- **Lifetime value of a consumer**
- **How many students will you need to attract to pay for the research**

You Are Not Your Consumer

- **How many have college degrees?**
- **How many years have you worked for your institution?**
- **How many spend more than 40 hours a week?**
- **How many think about work on the way in?**
- **How many think about work on the way home?**
- **How many think about work on vacation?**

Things Change

The School Picture Quiz

Types of Research

- **Qualitative**
- **Quantitative**

Qualitative Research

- **Focus groups**
- **One on one interviews**

Qualitative Research (cont.)

- **Used to generate ideas**
- **Used to explore feelings**
- **Used to back up quantitative research**
- **Cannot be projected to a larger population**

NEVER EVER, EVER, EVER, EVER . . .

use focus groups to create marketing strategy

Quantitative Research

- **Standard survey**
- **Can be projected to a larger population**
- **Requires a random sample**
- **Can be blind or open**

Who Should You Research?

- **Faculty/staff**
- **High school students**
- **Parents of high school students**
- **Alumni**
- **Present students**
- **Business community**
- **Donors**
- **Guidance counselors**

What Should You Research?

Basic

- **Awareness**
- **Brand Image**
 - You
 - Your competitors
- **Importance of key variables**
- **Performance on key variables**
 - Of you
 - Of your competitors

What Should You Research?

Optional questions

- **Private vs public**
- **Attractiveness of religious affiliation**

What Should You Research?

Advanced

- **Price sensitivity**
- **Capital campaign feasibility studies**

What Should You Research?

Specific

- **Retention**
- **Admit/non admit**

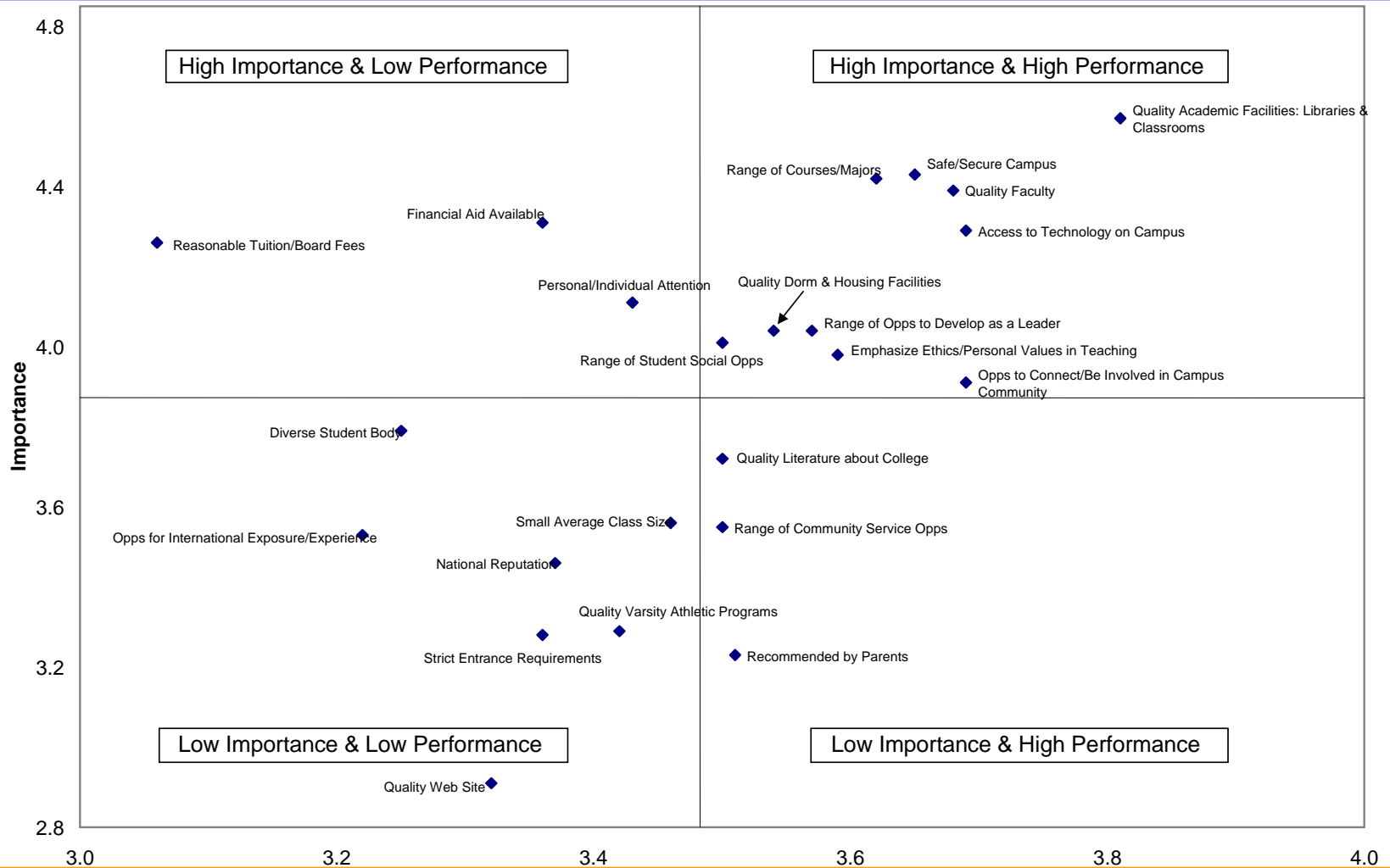
Presentation

**“A picture is worth
a thousand words”**

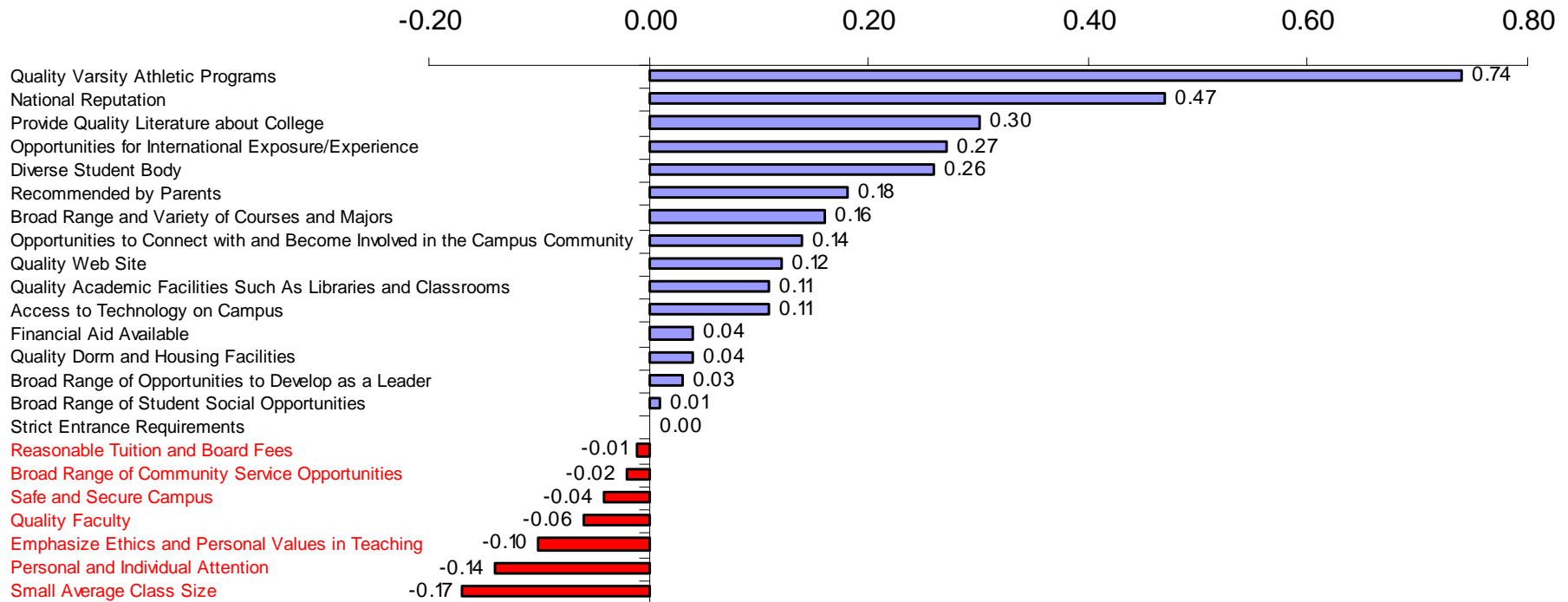
Importance and Performance Overall Comparison

Attribute	Importance	Performance						
		Xavier	A	B	C	D	E	F
Quality Academic Facilities Such As Libraries and Classrooms	4.52	3.81	3.70	4.02	3.51	3.76	3.70	3.61
Safe and Secure Campus	4.38	3.65	3.69	3.70	3.39	3.77	3.25	3.16
Broad Range and Variety of Courses and Majors	4.37	3.62	3.46	3.86	3.33	3.61	3.73	3.60
Quality Faculty	4.34	3.68	3.74	3.92	3.39	3.75	3.48	3.42
Financial Aid Available	4.26	3.36	3.32	3.19	3.35	3.35	3.38	3.44
Access to Technology on Campus	4.24	3.69	3.58	3.86	3.48	3.68	3.65	3.58
Reasonable Tuition and Board Fees	4.21	3.06	3.07	2.66	3.30	3.19	3.25	3.52
Personal and Individual Attention	4.06	3.43	3.57	3.34	3.30	3.56	2.95	3.08
Quality Dorm and Housing Facilities	3.99	3.54	3.50	3.63	3.23	3.50	3.28	3.24
Broad Range of Opportunities to Develop as a Leader	3.99	3.57	3.54	3.80	3.35	3.62	3.35	3.40
Broad Range of Student Social Opportunities	3.96	3.50	3.49	3.64	3.31	3.44	3.68	3.59
Emphasize Ethics and Personal Values in Teaching	3.93	3.59	3.69	3.68	3.39	3.58	3.31	3.35
Opportunities to Connect with and Become Involved in the Campus Community	3.86	3.69	3.55	3.67	3.46	3.53	3.46	3.46
Diverse Student Body	3.74	3.25	2.99	3.15	3.27	3.13	3.73	3.65
Provide Quality Literature about College	3.67	3.50	3.20	3.44	3.10	3.38	3.38	3.29
Small Average Class Size	3.51	3.46	3.63	2.99	3.33	3.44	2.67	3.01
Broad Range of Community Service Opportunities	3.50	3.50	3.52	3.54	3.34	3.47	3.28	3.33
Opportunities for International Exposure/Experience	3.48	3.22	2.95	3.65	2.92	3.19	3.44	3.25
National Reputation	3.41	3.37	2.90	4.30	2.66	3.17	3.69	3.41
Quality Varsity Athletic Programs	3.24	3.42	2.68	4.20	2.95	3.14	3.95	3.77
Strict Entrance Requirements	3.23	3.36	3.36	3.91	2.98	3.43	2.93	2.84
Recommended by Parents	3.18	3.51	3.33	3.90	3.03	3.70	3.33	3.13
Quality Web Site	2.86	3.32	3.20	3.62	3.17	3.28	3.44	3.42

Importance and Performance Xavier University



Performance Gap Between Xavier and College A



How Do You Use Research

- **Create marketing strategy**
- **Coordinate brand strategy**
- **Fine tune communications**

Who Should Do Research?

- **Professional firms**
 - Lots of experience
 - Expensive
- **You**
 - Qualified faculty
 - Alumni/AE

Who Should Do Research?

- **More and more universities are doing their own in-house marketing research**

**“On the whole, knowing is better
than not knowing.”**

Thank you!