

MARKETING COMMUNICATION TOOLS AND STUDENTS' CHOICE OF
UNIVERSITY: A CASE OF DAYSTAR UNIVERSITY

by

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APPROVAL

MARKETING COMMUNICATION TOOLS AND STUDENTS' CHOICE OF UNIVERSITY: A CASE OF DAYSTAR UNIVERSITY

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In accordance with Daystar University policies, this thesis is accepted in partial fulfillment of the requirements for the Master of Arts degree.

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DECLARATION

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I declare that this thesis is my original work and has not been submitted to any other college or university for academic credit.

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ABSTRACT

The purpose of this study was to establish the relationship between the marketing communication tools used by Daystar University and their efficacy in attracting students. The objectives were to examine the marketing communication tools Daystar University used to attract students, to establish which marketing communication tools impacted students' choice of Daystar University, and to determine the factors that influenced students' choice of Daystar University. The study was anchored on social marketing theory. A descriptive research design was adopted, and the target population was first year students who were enrolled at Daystar University in 2018. Purposive sampling technique was utilized to select 130 first year students. A questionnaire and in-depth interview guide were used to collect data which was analyzed using SPSS version 22.0 and presented in form of charts and figures. Study findings indicated that most students heard about Daystar from friends and family. Social media, events and TV were also identified as the best communication channels that Daystar University should use to attract potential students. Facebook was considered the most effective social network for reaching potential students. A majority of the students picked Facebook since it covers a wide reach of potential students. Further, the courses offered, family, and location were highly voted among the factors that influenced students to choose Daystar University. In addition, the university has positioned itself with its products by having communication as the flagship program. Having identified marketing communication channels that influenced student's choice to join Daystar University, the study recommends that is vital for Daystar University to find ways to attract more students, with a particular focus of increasing her presence and activities on social media channels, mostly Facebook.

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