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DEVELOPING MARKETING COMMUNICATIONS FOR A SCHOOL PROJECT

Case: Hilux-Project

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ABSTRACT

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Higher education institutes in Finland are competing for applicants. As Finnish schools cannot use pricing as a competitive advantage, attention has to be paid to effective marketing communications. The commissioner for the thesis is the School of Engineering of Oulu University of Applied Sciences and their case Hilux-project.

The objective of the thesis is to develop marketing communications for the project in order to create awareness on the practical project environment, and attract new students to the school. The thesis assists the author in understanding the fundamentals of marketing communications, and in developing communications material.

The thesis was conducted as a qualitative research with the help of a case study. Primary data was used in the form of informal interviews and brainstorming meetings. Secondary data, literature and electrical articles, were used in the theoretical analysis of marketing communications. Two books were primarily used for the theoretical analysis, Fill's 'Marketing Communications – engagement, strategies and practice, 4th Edition' (2005) and Kotler and Keller's 'Marketing Management 13th edition' (2009).

The communications material resulted in a website for the project. The author of the thesis created the contents of the website based on an existing website which needed development and data collected from the commissioner. The final website, in terms of layout and programming, was then realized by Communications Services of OUAS, VIP. The website is in Finnish and English to serve multicultural target audiences.

The website must be maintained in order to retain it up-to-date even though the Hilux-project is almost finished. The commissioner should also take further actions to continue the marketing communications as other projects arise. Since the project environment can be regarded to as the competitive advantage of the School of Engineering, it should be utilized and even highlighted in the marketing of the school as well. This acknowledgement facilitates the reaching of the objective of attaining new students to the school.

Keywords:

Marketing communications, creating website, school marketing, communications planning

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1 INTRODUCTION

According to the Finnish newspaper Taloussanomien (2011, Date of retrieval 20.2.2013) webpage higher education institutes in Finland are competing for talented applicants. The diminution of age groups is thought to be the reason for this phenomenon and it may shortly cause the applicant placements to be greater than the actual applicants to filling those placements. To be more efficient in marketing, universities and Universities of Applied Sciences are developing new ways to market themselves; for example, social media, like Facebook, is widely used. Furthermore, many web campaigns are conducted on school websites to raise interest.

In Finland, education is provided without any tuition fees regardless whether the school is a comprehensive school, a high school or a higher education institute. Since schools cannot compete in pricing, they have to stand out by using other means. These means can be related to which degrees the school offers (product), the location of the school (place) or the marketing of the school (promotion). Thus, it is important for them to market themselves well to obtain new students and teachers as well as a network with partner schools and partner organizations. The competition between schools is intense; therefore, it is important to think about marketing ways in order to differentiate themselves from others.

The commissioner of the thesis is the Hilux-project carried out in the Automotive Laboratory of the School of Engineering of Oulu University of Applied Sciences (OUAS). This School educates engineers in various fields from civil engineering, mechanical engineering and to IT. There are nine different Bachelor's degrees available for young people for this particular unit; however, only one of them, i.e. Degree Programme in Information Technology is held in English. For adults the unit offers seven different Bachelor's degrees. The difference between young and adult education is the schedule; the lectures for adults are usually conducted in the evening. There are also two Master's degrees in English; Information Technology and Industrial Management. (OUAS, Date of retrieval 11.2.2013). The Automotive laboratory conducts many different kinds of projects which help students to gain experience from the real working life in their own field, and thus, be able to utilize their knowledge in practice. The projects in the testing environment of the laboratory are also useful in creating networking possibilities for the school. Furthermore, this opportunity offers personal contacting for students since many companies participate in these projects and might

offer both internship placements and thesis topics. The Hilux-project is an undertaking of a group of mechanical engineering students from OUAS who have assembled a more economical electrical transmission to a maintenance vehicle.

The purpose of this thesis is the development of existing communication material for the Hilux-project. A case study is carried out in order to attain practical understanding of the marketing communications process and its realization. Furthermore, the communication is performed through a student project in a way that it is used as an inducement for the target audience. The objective is to create awareness of what kind of projects are possible to be conducted in the school's testing environment, and thus, inspire and attract people to apply to the School of Engineering. The result of the thesis is the improved material, i.e. the project's website, the content of which is created by the author of the thesis. Fresh material was created on the bases of the existing website and the inspiration obtained from desk-top research on marketing communications theories.

The marketing communication is aimed at potential students, partner schools and companies to raise interest in student projects and the School of Engineering. The main focus in the author's work, however, is catching both foreign and Finnish students' attention, and to attract and encourage them to apply to the school. Since the author's degree is conducted in English and has an international aspect to it, an international perspective had to be included in the thesis as well. In order to attract foreign students, a presentation of the project is held during the international teachers' exchange week enabling the foreign teachers to inform their own students about the school and to encourage them to apply for exchange studies in the School of Engineering of OUAS. This is the reason why the website was also translated into English. As for the project's website all the target groups mentioned are intended to be reached but will especially help the potential future students finding interesting information and also guidance to progress in the applying process.

In order to assist in creating the case study and to facilitate the limitation of the subject to important matters, the commission is to be investigated more thoroughly to discover the research problems and the theory has to be studied to be able to find a solution for those problems. The choice of questions provides the author with accurate guidelines to follow and from which not to deviate. The research questions drawn from the topic are the following:

- How to market a project?
- How to create interesting and appealing contents for a website?

Primary and secondary data are the two forms of methodology. The author of the thesis chose to use primary data in the form of informal interviews and secondary data in the form of literature and articles. The choice of data collection in the thesis is qualitative research, also known as desk-top research, since a significant amount of information must be explained and described in order to understand the topic and the case study. The information has mainly been found in literature and previous research material. In addition, the author has had numerous meetings with the commissioner where the objectives and restrictions of the thesis have been addressed. Through informal interviews and brainstorming the author has received important data about the commissioner; the School of Engineering, and the commission itself. The actual case study assists in practical learning, or in other words, learning-by-doing.

The thesis helps the author to understand the fundamentals of marketing communications. Understanding them makes it possible for the author to acquire the ability to use that knowledge in practice. It is intended that the author would be provided with the readiness to plan, create and apply proper marketing communications by using marketing communication channels and tools to meet customers' needs.

2 MARKETING COMMUNICATIONS

Kotler and Keller (2009, Date of retrieval 19.3.2013) define marketing communications as follows: 'Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers-directly or indirectly-about the products and brands they sell.

Marketing communications is often misunderstood for being equal to advertising. Advertising is an integral part and a key of marketing communications. However, it should be addressed in a way it does not demote the other aspects of marketing communications. These aspects are, for example, promotion, personal selling and public relations. All the aspects are separately but consistently used functions of marketing communications. (Rossiter & Belmann 2005, 1)

Nowadays, marketing requires more than the 4P's of the marketing mix (product, price, place, promotion); firms need to communicate with the public to be effective. Marketing also demands an answer not only to the question *whether to communicate* but also to the questions *what, to whom* and *how*. (Kotler & Keller 2009, 509)

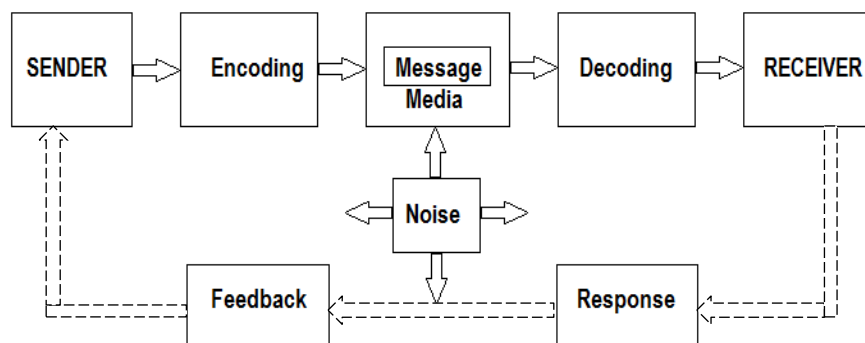


FIGURE 1. Elements in the Communication Process (Kotler & Keller 2009, 514)

When designing marketing communications, the marketer has to plan the communication process. To do this properly the communicator has to understand the fundamentals of the elements and the steps of the communication process. As it can be seen from Figure 1 the main characters in communication process are the sender and the receiver. The figure also shows the tools of communication – message and media. Encoding, decoding, response and feedback refer to as the communication functions. The element left, noise, is something that might interfere with

the intended communication, e.g. random or competing message. (Kotler & Keller 2009, 514 - 515)

For these elements to work, an effective communication is needed. The sender has to know the targeted audience and what is expected in response. To get the response, a feedback channel should be created. In order to the audience to be able to decode the message sent, the marketer must know how to encode it. Therefore, the message needs to be conveyed through media which reaches the target audience. However, the noise can interfere with this communication of message. There are three reasons why the receiver might not get the intended message: selective attention, distortion or retention. Since people are exposed to numerous commercials, people tend to assume things due to their beliefs or might have a negative initial attitude. In this case the message may not be received as intended. (Kotler & Keller 2009, 515)

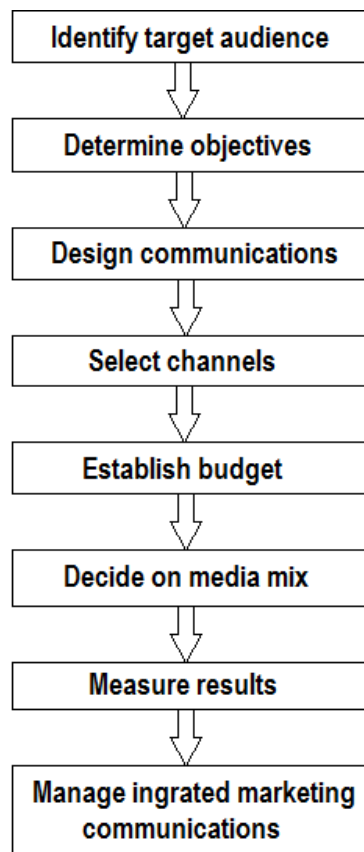


FIGURE 2. Steps in Developing Effective Communications (Kotler & Keller 2009, 516)

Kotler and Keller (2009, 516) state the eight steps in developing effective communications in Figure 2. The steps are: identifying target audience, determining objectives, designing communications, selecting channels, establishing budget, deciding on media mix, measuring

results and managing integrated marketing communications. The focus is on the steps which are used in designing the marketing communication material excluding budgeting and managing integrated marketing communications.

2.1 Integrated Marketing Communications

Kotler (2003, 563) defines integrated marketing communications as follows: 'Integrated marketing communications is a way of looking at the whole marketing process from the viewpoint of the customer.'

According to Fill (2005, 295) integrated marketing communications can occur when the organization is attempting to have a controlled conversation with their multiple audiences. Fill also states that the tools and the message should be consistent with the objectives and strategies of the organizations for the targeted audience to perceive the communication as intended.

Generally Integrated Marketing Communications is defined as "An approach to achieving the objectives of a marketing campaign through a well-coordinated use of different promotional methods that are intended to reinforce each other." (Clow & Baack 2006, 108)

Most companies used mass media advertising as their promotional functions for many years relying on advertising agencies' skills in all areas of marketing communications. (Belch & Belch 1998, 9) Before, the tools of the promotional mix were seen as separate, individualistic means of communication which were exploited to send a certain message to a certain audience. As a result, the marketers were forced to use various independent organizations to be able to effectively convey the message to the different target groups. Hence, an increased amount of advertising agencies and sales promotion houses emerged. Along came public relations specialists, trade associations and professional management groups, and the marketing communications industry was growing. (Fill 2005, 296)

According to Fill (2005, 296), the selection of methods of communication to achieve marketing communication objectives was narrowed down by the structural inadequacies of the industry. Since the generation of the Internet and due to its impact on marketing, the development has been moving towards what is regarded as Integrated Marketing Communications (IMC). IMC

emerged partly because of these inadequacies and because the realization of the changes which could be made to make the communication more efficient and effective. The power was no longer at the agencies, it has moved to the client.

When marketers realized during 1980s that there is a need for integration of promotional tools, they also noticed that using different forms of promotion simultaneously, has a greater impact. The objective is to create a consistent and unified image of a company and project it to the marketplace through marketing and promotion; the aim is to create synergy among the various tools to convey a wanted message. (Belch & Belch 1998, 9 – 10)

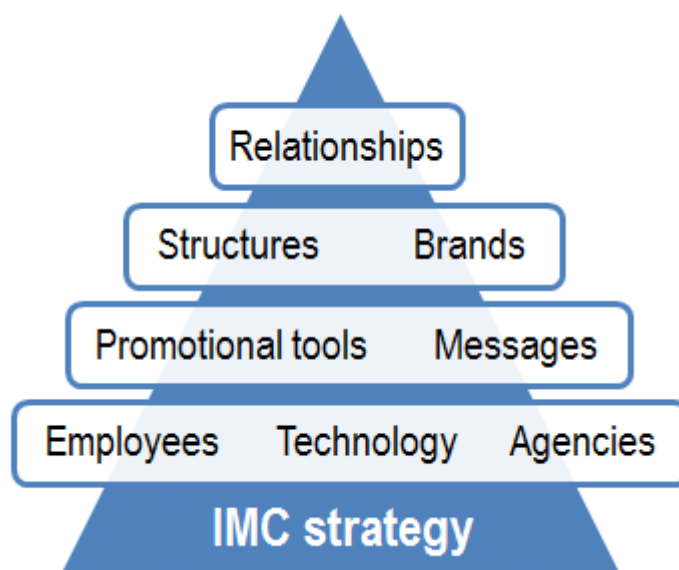


FIGURE 3. Elements of integration (Fill 2005, 297)

Fill (2005, 297) claims that when a marketer realizes that something in the marketing communication needs to be integrated, the concept of IMC has to be agreed upon. In order to enable the integration of marketing communications, the marketer has to understand what IMC is and what the elements to be integrated are. Some of these elements are shown in Figure 3. The author of the thesis will only investigate the promotional tools and messages from the Figure 3. This is done to narrow down the subject. The two topics are chosen as they are the aspects most related to the case study.

The first element is the promotional tools. The messages by different promotional tool are to be harmonized in order to the audience to receive a consistent set of meanings in the messages. There are two levels of integration. First one is that key visual triggers, such as color, should be

repeated in all the tools. The second one is to bring the promotional tools together. Combining different tools with consistency, the message becomes more powerful. (Fill 2005, 297)

The second element is the messages. Referred as synergy, the theme and the set of initial messages should be determined and deployed as a consistent integration throughout the promotional mix. It has to be taken into consideration that the mass media advertising is not the only mode of launching promotional activities and that sometimes it might be better to consider and appropriate mix of tools and media to have a better start in formulation of campaigns. (Fill 2005, 298)

The reasons for adopting IMC concept are many but perhaps the most significant one, according to Belch and Belch (1998, 1), is that the marketers have understood the value of strategic integration of different functions of communication, and prefer it over autonomous operations. IMC helps marketers to adapt in the changing environments with the customers in mind. For example, the emergence of the Internet has facilitated consumer activities like online shopping.

2.2 Segmentation and Choosing the Target Audience

Market segmentation is defined by Armstrong and Kotler (2010, 73) as follows: 'Dividing a market into distinct groups of buyers who have distinct needs, characteristics, or behavior and who might require separate products or marketing mixes.'

Division of a total market into various recognizable separated segments with common characteristics, demand and responses to marketing actions, is referred to as market segmentation. It is the process of selecting designated target groups and designing a specific marketing plan. The plan is employed to satisfy individual needs of potential clients from these target groups. (Fill 2005, 328)

Segmentation can be made through five bases: demographics, geographic, geo-demographics, psychographic and behavioristic. The most commonly used base is demographics which consist of e.g. age, gender, profession and religion of a potential buyer. Geographic is referred to as the geographical location of the segment since not all groups in different areas have the same preferences. The type of segmentation in which it is assumed that type of housing and buying

behavior are related, is called geo-demographic. Psychographic base implies that an analysis of people's activities, interests and opinions can reveal consumer lifestyle and behavior patterns. In behavioristic approach the behavior is analyzed to discover usage (purchase patterns, usage situation or purchase location) and life stage (income level) segments. (Fill 2005, 329)

TABLE 1. Bases of segmentation (Fill 2005, 329)

Segmentation base	Characteristics
Demographics	Gender, age, profession, religion, and other factors related to the status of potential buyers
Geographic	Preferences dependent on the location of a segment of potential buyers
Geo-demographics	Type of housing related to the buying behavior of potential buyers
Psychographic	Behavior patterns revealed by an analysis of activities and interests of potential buyers
Behavioristic	Analysis of usage (purchase patterns) and life stage (income level) segments

According to Fill (2005, 329), segmentation is essential since it is unlikely that a single product would meet the demand of all customers in the market. Therefore, e.g. single type of car is not preferred by all people. Not all needs are met by only one type of product. Hence, there is a mass of different products and brands trying to satisfy specific needs of particular buyers.

After identifying market segments, the target audience is defined. Advertising specialist Duncan's (2005, Retrieved 19.3.2013) definition of target audience is "a group that has significant potential to respond positively to a brand message." According to Kotler & Keller (2009, 516), a target audience is an essential matter to consider when designing communications since it has an influence the decisions making on what is communicated, how, when and where the communication is conducted, and to whom the communication is aimed at.

There are six steps to defining target audiences. First, the marketer has to look at the existing customer-base. It is important to examine their common characteristics and interests so it is easier to target specific potential customers. Second, the marketer has to investigate the

competition. The aim is to discover who are the competitors targeting and maybe find a niche market they are overlooking. Then, analyzing the product or service helps to create an overview of what features the marketer's products or services have and thus uncover the benefits. The next step is to specify the demographics, e.g. the age, gender or income level of the potential customer. Also the psychographics need to be defined as they make up the personal characteristics like personality, interests and behavior. The last stage is to evaluate the decisions made. The marketer has to discover answer to questions such as "Are there enough people fitting the criteria?" or "Can the message sent reach the targeted audience?" (Porta 2009, Date of retrieval 1.4.2013)

2.3 Determining Objectives

Formal setting of promotional objectives offers a direction concerning what needs to be achieved and when. These objectives are in a key role between marketing plan and a communications strategy. There are conflicting views on the constitution of a suitable set of objectives. Many differences are found in the set of promotion and marketing communication activities, in the evaluation of the success of a campaign and in the degree of investments made for the sections of promotional mix. Resolving of these differences is rather complex. Inappropriate, inadequate or merely restated marketing objectives have caused many managers to fail. If the objectives are only focused around sales and profit, all the other elements of the marketing mix are ignored, thus, this focus is not providing a real evaluation of promotional activities. Promotional objectives are constructed of three main components: issues relating to buyers, issues concerning the sales volume, market share, profitability and revenue and issues related to image reputation and preferences of stakeholders. (Fill 2005, 361, 363)

Fill (2005, 361 – 363) claims that objectives of marketing communications provide direction and action focus for participants, means for decision making, a deadline for completion of an activity, communication of values and scope for the participants and also means for evaluating success. They can also be called performance requirements. The state of organizations' environments cannot be expected to remain the same for the whole allocated period of time. Thus, multiple objectives are vital to retain an organization flexible enough to adjust to changes.

Objectives are many times linked to the mission i.e. the overall direction of the organization. The mission offers a framework for those objectives and they should be coherent with the mission and at the same time promote it. However, objectives are hardly of use if they are not communicated to those who need the knowledge about them. Nowadays, it is important that both employees and stakeholders have an understanding of what the purpose and objectives of an organization are. (Fill 2005, 362 - 363)

According to Kotler and Keller (2009, 517), four possible objectives can be identified. First one is *category need*. This objective is used to solve a conflict between current motivational state and desired emotional state by creating a need for a product. Second objective is *brand awareness*. It is basically the ability to recognize a brand and it provides a foundation for brand equity. Thirdly, there is brand attitude which evaluates the ability of a brand to satisfy a relevant need. These needs are either negatively (e.g. incomplete satisfaction) or positively (e.g. social approval) oriented. Finally, the last objective is brand purchase intention. This objective is connected to purchase related actions. Customers may be influenced by two matters; either the customers are influenced by promotional offers affecting their mental commitment or they do not express any category need which may cause them to pass an ad and not create buying intentions. Kotler & Keller (2009, 517) state that multiple objectives can be achieved by the most effective communications.

There are two schools for promotional objectives. It is common that managers cannot differentiate the value of promotion as an investment and as expenditure. They see sales to be the only meaningful goal. This school is called the 'sales school'. Consequently, many organizations fail to set realistic promotional objectives. The other school is 'the communications school' the communications aim of which is enhancing the image or reputation. The setting of these objectives is important because they provide means of communication and coordination for different parties in one campaign, they restrain the options, and they provide a benchmark for evaluation. (Fill 2005, 363 – 365)

Comprehending the overall context in which the communications operate, allows marketers to derive promotional objectives. In the Figure 4 below the three main streams of objectives are portrayed. (Fill 2005, 370)



FIGURE 4. The three elements of promotional goal setting (Fill 2005, 370)

The first stream concerns everything related to the customers who buy goods or services from a company. The second stream relates to the market, sales volumes, profitability and revenue. The third stream concerns issues related to the image and reputation of a company among stakeholders. The goals can be derived from the current situation; however, lack of awareness of the current position can lead to management failure. Many companies fail to set up promotional objectives or misunderstand them for being a strategy. Now, marketers are becoming more aware of the need for internal communication and training in setting up realistic objectives. Multiple objectives assist in operating in the changing environment. (Fill 2005, 370 – 371)

2.4 Designing Communications

To reach objectives, strategies have to be developed. When designing communications, three questions have to be answered: *what* to say, *how* to say it and *who* should say it. These questions construct the design of message strategy, creative strategy and message source. (Kotler & Keller 2009, 517)

Management looks for appeals, themes or ideas to connect with the brand positioning to make customers associate certain attributes or benefits to an organization's brand. On one hand, they can be related to the performance, e.g. the quality, of a product or service. On the other hand, they can be related to external matters like popularity of a brand. According to John Maloney, there are four types of reward customers are expecting from a product: rational, sensory, social or

ego satisfaction. The three types of experiences out of these rewards are results-of-use, product-in-use and incidental-to-use. An example of this is a phrase “gets clothes cleaner” which creates a rational-reward promise with a results-of-use experience. The combination of the rewards and experiences create 12 types of messages. This function is called message strategy. (Kotler & Keller 2009, 517)

Kotler and Keller (2009, 517 – 518) state that the effectiveness of communications depends on the form of message expression and the contents of a message. The result of communications is related to the message used. If the message was wrong or it was poorly expressed, the communication was probably ineffective. The marketers transfer the messages into a communication through creative strategy. The appeals can be either informational or transformational. Product or services attributes or services are elaborated by informational appeals. This can be endorsed by product demonstration or comparison ads and the message delivered can be either one-sided or two-sided. The choice between one-sided and two-sided message depends on the situation. Transformational appeals characterize a non-product-related benefit or image. These appeals create motivation by creating emotions. The transformational appeals can be either negative or positive. Negative appeals can be fear or guilt whereas positive appeals are usually humor or love.

The message source is usually the company itself. Some companies, however, use people who are either known or unknown. Messages which are delivered through celebrities generally achieve higher attention and reliability. This is why many organizations and other advertisers use known people as spokesmen. Celebrities are likely to be credible and effective if they personify a key product attribute e.g. an athlete advertising a running shoe and not a book. The three most often identified factors of credibility are expertise i.e. the possessed knowledge, trustworthiness i.e. the objectiveness and likability i.e. the attractiveness, of the source. (Kotler & Keller 2009, 519)

In communications, there is always a message. Messages can be either planned or unplanned. Unplanned messages like word-of-mouth are created by customers, and they are close to impossible to directly be controlled over the Internet. Thus, it is important for marketers to focus on creating a positive experience to make the unplanned messages also positive. (Strauss, El-Ansary and Frost 2006, 317)

There is a factor which can distort or interfere with the reception of a message. This factor is called noise. Any errors or problems, e.g. distortion in TV signal, occurring during the encoding of a message can be regarded as noise. These interfering factors can lessen the impact of communications. Noise is not only an external factor but can also be simply the lack of sender's and receiver's common ground. This may cause a faulty encoding of the message; a sign or words used are unfamiliar or have a different meaning to the receiver. (Belch & Belch 1998, 143)

2.5 Selecting Channels

The communication is made through a variety of channels. The aim is to discover the route to best reach the potential customers. Marketing communications can be divided into three segments: service channels, distribution channels and communications channels. Distribution channels, e.g. a retailer, are used for displaying, selling or delivering goods whereas service channels, e.g. restaurant, are used for carrying out transactions. Finally, communications channels, such as TV, can be used for delivering and receiving messages. The channels can be further divided into two segments: personal communications channels and non-personal communications channels. Also an integration of the two can be exploited. (Kotler & Keller 2009, 54, 522)

Personal communications channels are used for direct interpersonal with the targeted individuals or groups. The person serving as a channel is a sales person delivering a message to the receiver. Also social channels like friends, family and neighbors are included in personal channels. (Belch & Belch 1998, 142) These channels provide the means for face-to-face, person-to-audience, telephone and email communications, and nowadays also communication through instant messaging. The channels thrive for individualized presentation and feedback. There are three segments to it: *advocate channels* through which company sales people contact buyers, *expert channels* which include experts making statements to buyers, and *social channels* through which people the buyer knows talk to the buyer. The personal communications channels enable and facilitate actions of word of mouth of customers. According to a study by Burson-Marsteller and Roper Starch Worldwide, this can affect the buying attitudes of, on average, two individuals; over the Internet this number can be as many as eight. The Internet allows visitors to perceive product information and on the Internet good words travel fast. Nevertheless, bad words travel

faster. It can be essential to deliver the right message to the right customer. (Kotler & Keller 2009, 522)

Non-personal communications channels carry out a message without an interpersonal contact. Usually the non-personal communications channels are referred to as mass media since the message reaches many receivers at the same time. (Belch & Belch 1998, 142) All in all, these channels consist of media, sales promotions, events and public relations (PR) i.e. communications which are directed to several people. Media can include channels such as newspapers and magazines, radio and television, telephone and satellite, videos and web sites, and signs and posters. Sales promotions can be presented in forms like samples, advertising or contests. Sports, arts and entertainment may be displayed in an event with the purpose of creating brand interactions. Public Relations can be realized internally to employees in a company or externally to consumers, firms, government or media. Nowadays, companies utilize the benefits of sponsorship the effects of which can be either good or bad. (Kotler & Keller 2009, 522 - 523)

Integration of the two communications channels are used for receiving the benefits of both personal and non-personal communications channels. Even though personal communications channels tend to have more effect, mass media might be better in reaching a larger market. Because mass media is broadcasted on TV or radio, it enables a better flow of ideas to the opinion leaders. Through opinion leaders, those ideas reach also the people who are not as much media-involved. Opinion leaders, who are from a customer's own social group, can have a great influence on the buying decision of others in the same group. These people are very useful for and are often used by marketers to deliver messages to others in and out of the target market. (Kotler & Keller 2009, 523 - 524)

2.6 Communication Tools

The promotional mix, also known as marketing communications mix, consists of tools which can be utilized in many ways and combinations. The objective is to use these tools to communicate to the target audience. In addition, there is media through which the message is conveyed. Tools and media cannot be regarded as a same thing as they have different characteristics and objectives. (Fill 2005, 20)

Advertising, sales promotion, public relations, direct marketing and personal selling are the five principal marketing communications tools. However, new technology has changed the environment and the communications methods by providing new media options for the marketer to choose from. For example, the Internet and other digital technologies have enabled various forms of communications in which the receiver has a greater responsibility in the communication process. (Fill 2005, 20)

TABLE 2. *Marketing communications tools (Kotler & Keller 2009, 513)*

Tool	Platforms	Characteristics
Advertising	E.g. billboards, motion picture, posters, and broadcasted ads	High control, low credibility, costly, wide reach
Sales promotion	E.g. contests, exhibits, coupons, and entertainment	Added value, low credibility, lower costs, narrow reach
Public relations	E.g. kits, seminars, and publications	No control, high credibility, no costs for space, wide reach
Direct marketing	E.g. TV-shopping, e-mails, and web sites	High control, relationship building, more personalized
Personal selling	E.g. sales meetings, and fair shows	Low control, low credibility, high costs, personalized

The first principal marketing communication tool is advertising which can be regarded as non-personal presentation and promotion of ideas, products or services in any paid form. It includes platforms such as print and broadcast ads, billboards, motion pictures, posters and leaflets. (Kotler & Keller 2009, 512 - 513) Advertising offers a tight control for those who have designed and delivered a message through advertising. Nevertheless, persuading the target customers to think or act by sending a message through an advertisement is questionable since advertising suffers from low credibility and difficulty of sales measuring after the process. Regardless, even though costly, advertising is desirable when a marketer wants to reach a wider audience or a specific segment. (Fill 2005, 21)

Second key element in marketing communications mix is sales promotion which refers to trial or purchase encouraging short-term incentives of various kinds. Used platforms for sales promotion

are, for example, contests, exhibits, coupons and entertainment with the intention of creating interest through an incentive. (Kotler & Keller 2009, 512 - 513) Sales promotion consists of various marketing techniques. It usually has an objective to offer added value, to accelerate sales and to gather important marketing information. This non-personal form of communication can be utilized to reach a smaller audience with a lower cost. However, like in advertising, also in sales promotion the credibility is very low. Nonetheless, sales promotion possesses the ability to add value and bring forth future sales, and at the same time create short-term financial performance. (Fill 2005, 21)

Third tool is public relations, also known as PR, and publicity. They stand for promoting or protecting an image or the products of a company through different programs. In public relations, platforms like press kits, seminars and publications are utilized to deliver the messages. (Kotler & Keller 2009, 512 - 513) Public relations are 'the art and social science of analyzing trends, predicting their consequences, counseling organizations'. In this form of communication there is high credibility attached since publicity is something which is earned. There is no cost for the space of publicity or the time but yet materials include costs. Other tools like event management, sponsoring and lobbying are used alongside PR as well. In the end, there is no control over the message once it has gone through a channel but a third-party support could have a greater influence on the target audience. (Fill 2005, 22)

Marketing communications includes also a tool called direct marketing. It refers to the use of different intermediaries; digital media such as e-mail, telephone or Internet, and traditional media like normal mail. Platforms utilized with direct marketing are, for example, TV-shopping, e-mails or web sites. (Kotler & Keller 2009, 512 - 513) Direct marketing was established as a response to some of the weaknesses of the first four tools. It was a new and effective form of building a long-term relationship with customers, thus having a great significance for organizations. It shifts from mass communication to a more personal one by interacting directly with the customer via e-mail, telephone or mail by communicating personalized messages and aiming for a relationship. (Fill 2005, 23 - 24)

Finally, the last marketing communications tool is personal selling. Personal selling might be regard to as a situation in which a marketer has face-to-face interaction with potential buyers in the form of presentations, answering questions and procuring orders. The platforms of personal selling might be e.g. sales meetings and fair shows. (Kotler & Keller 2009, 512 - 513) In personal

selling the marketer might be able to have instantaneous feedback in a one on one basis. Costs for personal selling are generally very high. Like advertising and sales promotion, also personal selling lacks in credibility but it lacks control as well. However, the degree of control might be lower since the marketer is free to deliver other messages than the one intended. This might cause the process to either prospect or fail. (Fill 2005, 22)

3 DEVELOPING MARKETING COMMUNICATIONS

3.1 School marketing

School marketing is utilized to express the dedication for serving the educational demands of a community to a high standard. The marketing consists of activities and materials that promote the school as the best option for education. The development, the implementation and the maintenance of effective marketing, public relations and marketing communication strategies conclude the activities. To support those activities, materials such as websites, newsletters and brochures, are created. However, particularly in the early phases of the marketing, a vital element for success is the mindset, a way of thinking. (Lockhart 2005, 1 – 2)

According to Lockhart (2005, 3), the objective for school marketing is to meet the needs and wants of the internal and external audiences, to fulfill their expectations, and to receive value in return. She argues that the vital factor for marketing strategy is to determine the first three elements. The value received in return for the fulfillment of the three elements, can be seen as increase in enrollments, qualified and satisfied teachers, improved support from the community and relationships with other organizations.

It is important to understand what marketing is. Equally important is to understand what marketing is not. Firstly, marketing cannot be regarded as a response to needs, concerns nor crisis situations. Marketing is a continuous project which should not be abandoned once issues are resolved. Disregarding this fact might cause, for example, wasting of resources and the weakening of future marketing efforts. Secondly, marketing should not be used to conceal school's inability or lack of willingness to satisfy the needs and wants of the students or the employees. This action might result in loss of credibility which is difficult to regain once lost. Third factor which might disrupt effective marketing of a school is forgetting that the marketing is not the same as sales. Marketing is conducted strategically, comprehensively and indirectly whereas sales can be regarded to as a short-term, directly conducted operational activity which is only a part of marketing processes. Yet another factor is that school marketing is not a department what means that all the people involved should obey the same guidelines and strategies. "Everyone is

in Marketing" emphasizes the importance of unified marketing efforts from all personnel as well as from students. (Lockhart 2005, 3 – 5)

There are factors which can be regarded as primary reasons for the importance of school marketing: increased competition and changing demographics. The first reason, increased competition, is caused by the numerous choices available. Marketing is critical for a school to be able to compete and to differentiate from others by positioning. A significant decrease in school's funding can be caused by loss of students. It might be beneficial to see competition as an accelerator for innovation and higher expectations within a school. The second reason for the importance of marketing are the changing demographics i.e. diversity and alteration of adult-child ratio. Racial and ethnic diversity among the students is significant. This can cause custom and language barriers to two-way communications. Thus, it is important that marketing effort is culturally sensitive and inclusive environment for students, and programs which encourage and facilitate participation, should be included in the marketing. The other change is the change in adult-child ratio. During the 1950s and 1960s young people outnumbered adults whereas nowadays there are significantly more adults than young people. (Lockhart 2005, 5 – 6)

Marketing of a university is done in a similar manner to the marketing of any other business. The first matters in school marketing to consider are logos, branding and color palettes. The purpose of branding is to create an identity. Logos should be created in a way they can be used for all materials, no matter if they are online or in print. A color palette, i.e. the common color combinations used in marketing materials, comes along with branding. (Nielson 2011, Date of retrieval 9.5.2013)

After branding is done, the general marketing plan of the school needs to be contemplated. Elements like budget, promotion methods and target audiences are covered in the plan. The sufficiency of the school's budget has to be estimated in order to determine the methods marketing and promotion. Those methods can be divided into two: internal and external methods. Internal marketing can be done e.g. via e-mail, memos, intranet or information screens in the school's premises. External means used for marketing are e.g. advertising, television, websites or events. Target audiences must be considered when choosing the marketing methodology. (Nielson 2011, Date of retrieval 9.5.2013)

3.2 Traditional and Non-Traditional Marketing Communications

Traditional marketing communications are all communications methods used decades before the era of the Internet. There are three main channels for traditional marketing communications: printed media such as magazines flyers and mail, broadcasted media like television and radio, and so called supporting media like outdoor media. Then there are channels like face-to-face contact which are not included in media since they come directly from the marketer and go to the customer without a medium. (Lahtinen, Isoviita & Hytönen 1991, 5)

TV and radio are the main broadcast media. TV has the ability to combine visual images, sound, motion and colors. It allows the marketer to use a full set of creativity and imagination. The combination of creativity, impact, coverage, cost effectiveness, captivity, attention, flexibility and selectiveness are advantages of TV use as a medium. Hence, TV is often said to be the ideal advertising medium. (Belch & Belch 1998, 340)

Before television was brought to everyday homes, there was radio. Nowadays radio is not a much respected medium for advertising among the marketers because it is perceived to be suitable primarily for local advertising and thus appealing to a very narrow audience. However, there is a radio in almost every car and home. In addition, there are numerous radio channels through which to send a message to customers. (Belch & Belch 1998, 365)

Television and radio both have pros and cons. In both media, involvement is passive which means there is no possibility for direct response from the customer. TV uses multimedia which means the combination of visual and audial material, as radio is purely audial medium. The difference between the two is also that the geographic coverage with television is global and the reach is high whilst the coverage of radio is only local and it has a medium reach. However, targeting is good for both media and the cost per thousand (CPM) for both is low. Message flexibility for TV is poor as for radio it is good. (Strauss et al. 2006, 319)

Print media includes channels like newspapers, magazines and mail. The Internet is sometimes portrayed as print media because it includes text and graphic as well. In addition, many publishers of traditional print maintain also online versions. Print media, unlike broadcast media, allows the reader to stop and investigate an ad more thoroughly. Nevertheless, e-mail has a poor

image because of junk mail, and postal mail has high costs. Usually also magazine ads are more expensive than the ones on newspapers. (Strauss et al. 2006, 320)

Magazines, newspapers and mail also have pros and cons. In all the three media, a customer is very much active and involved. The contents include text and graphic which allows the customer to stop and read. Magazines are usually global or at least national whereas newspapers are often local. Mail varies between the two. However, the reach for magazines is lower as the targeting is more specific. The reach of a newspaper is medium and it has good targeting. The reach of mail varies but has excellent targeting. Cost per thousand is higher in magazines and mail compared to newspapers. The message flexibility is poor in magazines, good in newspapers but excellent in mail. (Strauss et al. 2006, 319)

Outdoor media, for example billboards, street furniture or transits, are used in public places as a support for print and broadcast media. This media is very easy to ignore since the time for making an impression is short and it does not allow detailed information to be transmitted. However, the reach is quite wide and the placement is flexible. (Fill 2005, 564 – 566)

TABLE 3. Traditional marketing communications (Belch & Belch 1998, 340,365; Strauss et al. 2006, 319 – 320; Fill 2005, 564 – 566)

Media	TV	Radio	Print media	Mail and e-mail	Outdoor media
Pros	Multimedia Targeting Low costs	Targeting Low costs Message flexibility	Active involving Reach	Active involving Message flexibility	Wide reach Placement flexibility
Cons	Passive involving Message flexibility	Passive involving One medium	Costs	Junkmail Costs	Easily ignored

Non-traditional communications include all the media connected to the era of Internet and mobile applications. The Internet first emerged in the 1990s, and slowly running errands was moving towards the web and self-service. After millennium, trading simple goods and services was

transferring to the Internet rather fast. However, other marketing over the Internet was proceeding slowly. Many times before, the Internet was used as a passive marketing channel to distribute digital brochures and information. Back then the objective was to reach more efficient communications, trade and customer service to be provided for a wider audience in a cheaper price. (Merisavo, Vesanen, Raulas and Virtanen 2006, 25 – 26)

Nowadays the Internet is used on a regular basis. It has evolved into an essential place for business. The consumers are also becoming more demanding as the Internet is growing fast. Even though this media involves a customer interaction, the consumer is the one in control. The Internet is a multimedia similar to TV including text, graphic, sound and motion pictures. It is within reach of millions of people. (Sweeney 2007, 1 – 2)

The multitude of activities like information access, discussion groups, multiplayer games and e-mail, over the Internet has a great impact on marketing communications mix, business strategy and channel structures. The impacts are seen in two primary ways: distribution and marketing channels, and the Internet as a communication medium. The Internet not only provides a direct route from marketer to customer without the traditional complicated distribution arrangements but also is in the reach of a wider audience. (Fill 2005, 262)

TABLE 4. *Non-traditional marketing communication (Sweeney 2007, 1 – 2; Fill 2005, 262)*

Media	Internet
Pros	Accessibility Wide reach Interaction with the customer Multimedia No intermediaries
Cons	Consumers in control

3.3 Creating a Website

On BusinessDictionary.com (Retrieved 19.03.2013) a website is described as a digital document build with a set of web pages containing e.g. data, videos, graphs, links and files. It is a tool for e-commerce and a part of online marketing communications.

The sites are created and maintained by organizations or individuals willing to participate in the Internet activities and gain some benefits from it, possibly profit. The attraction for marketers in a website is the ability to showcase company information and products, and facilitate the overall business process from attracting to sales and customer service. (Fill 2005, 262)

Regardless of whether the purpose is to release information or to create transactional activities and whether the sector is in b2b, b2c or non-profit, a web page is one of the basic assets of Internet-based activities. When building up a website, it is vital to mind the characteristics since they can determine the duration of stay and have an impact on the actions of the visitor. (Fill 2005, 582 – 583)

According to Sweeney (2007, 75 – 77), there are 20 reasons for website building. Six out of those reasons were relevant for the case study. The first reason is that the reach of a website is almost unlimited. The Internet is available to users almost anywhere, at any time. There are no barriers for international reach either. Secondly, the website might help an organization gain reputation and trust through a professional image. Inexpensiveness is the third reason. The Internet as a media is often less expensive and more effective channel to use for advertising than other media and is rather simple to maintain up-to-date. Fourth reason for website building is that websites also offer information on anything related the organization and another reason is that it is a great tool for transactions, interactions and other actions related to business processes. The last reason related to the matter of the case study is that awareness can be created through a website. It can be used for branding as well.

There are certain rules for website creation to reach a desired result. An important base for website creation is that nothing is certain on the Internet. The Internet is constantly changing; it creates pressure for the marketers to keep up. There are eight elements in constructing a successful website: planning, contents, design, involvement, production, follow-up, promotion and maintenance. (Meyerson 2005, 25 – 28)

First step of creating a website, and is often forgotten, is planning. The creator should think of why the website needs to be built. It is the most powerful tool of marketing but it is not mandatory. The objective for the creation needs to be clear. A website is telling more than mass media and the most important reason for people to visit a website is to receive information which when done well, intrigues the visitor to search for more information. It is not only used for selling. Nowadays almost everybody visits the Internet on a regular basis and that accessibility is one reason for websites being so popular among marketers. (Meyerson 2005, 25 – 26)

To create a great website, there needs to be great content. The content is essentially the inducement for people to visit the website. It might make them feel positive and happy, and thus, cause people to visit regularly. The website content is supposed to be specific, relevant and focused. (Meyerson 2005, 26)

According to Meyerson (2005, 26 – 27), the third important element is the design. He states that the first impression counts also over the Internet meaning that during the first seconds a person decides if they want to stay on the sites. If the website is too confusing or pushy, the visitor might leave whereas if the website is clear and simple, and facilitates the visitor's search for the essential content, they might stay for a longer period of time.

The fourth step which marketers many times overlook is involvement. Internet and websites differ from media like TV or magazines because they have the possibility for visitors to interact in a dialogue and involve themselves in the process. The involvement includes different methods of visitor and marketer interaction such as quizzes or contests. As TV and radio have passive, and the magazines and newspapers have active involvement, the Internet has an interactive involvement. Website is not for commercials and ads. It is rather a place for interaction and involvement. (Meyerson 2005, 27)

Meyerson (2005, 27) claims that production is the easiest step. He mentions that the production consists of the first four elements mentioned above. The production is the level of implementation of the planning, contents, design and involvement. Even though the website is produced, the process does not end there. The last three elements are often forgotten, and thus, make the production state ineffectual and void.

The sixth element, according to Meyerson (2005, 27 – 28), is the follow-up. He argues that this step is the most difficult to realize since people are concentrated on the interactivity and the idea of involvement but forget about the rest. When people visit websites, some of them send e-mails asking questions. In this case it is important to answer them within 24 hours. So called guerilla marketers know that the answer has to be released in two hours. The visitors of the website must be acknowledged to make them understand that the owner of the website knows the visitors exist.

The marketer must promote their website. The easiest way is by registering to search engines and by linking with other websites. Promotion is the seventh element of Meyerson's rules for website creation. The promotion can also be done offline via mass media and mailings; whenever it is possible to make oneself known. Nowadays many activities are transferred to the Internet but offline activities should not be forgotten as it supports the online ones. (Meyerson 2005, 28)

Last element is maintenance. A website might be easy to create but it has to be maintained constantly and needs attention at all times. Data needs to be changed, updated, refreshed and renewed. A website does not function if it is only set up and left in its current status. The previous two steps conclude maintenance; however, the problem is that they are often forgotten. (Meyerson 2005, 28)

4 CASE STUDY: HILUX-PROJECT

The Hilux-project is a mechanical engineering project realized by eight students; seven engineering students and one business student from Oulu University of Applied Sciences. The project is conducted in the automotive laboratory of the School of Engineering. In the laboratory there is a unique testing environment utilized for these projects. Under the supervision of four teachers the students have built up an electrical transmission including engine, logistics and batteries. The project has been an undertaking of many years and it was finalized in the spring 2013.

The transmission was constructed out of components offered by various enterprises such as Randax Ltd., a company providing electro technical products, and Oulu technical public utility TEKLI, a maintenance company. The components are given for free in return for technical measurements gathered in the testing environment. These measurements are issued by the companies for development purposes. TEKLI provided one of their maintenance vehicles for the project. The original diesel fuel engine of this Toyota Hilux was replaced by the newly constructed electrical one. The components for the transmission came from Randax Ltd., ABB and European Batteries. Other sponsors for the project were Suomen Laatukatsastus (a vehicle inspection company), FC Property Maintenance Accessories, Nokian Tyres and TMP (a technical supplier). Puukstain painted the car.

After the author of this thesis discussed the needs and wants of the commissioner for the outcome of the thesis, it was evident that they wished to have two different kinds of communication materials. The materials were decided to be a developed website and a poster in a roll-up –form for the upcoming events in which the project was to be introduced. The commissioner desired to have the webpage under the website of the Oulu University of Applied Sciences. Because no graphic designers or IT professionals were participating in the project, the commissioner decided to introduce Communications Services of OUAS (VIP) to assist the author in the creation of the material.

4.1 Steps to Effective Communication

To make the material more appealing, the Steps in Developing Effective Communications -model by Kotler & Keller (2009, 516) was the basis for the theoretical work (page 9) as well as the case study. The steps excluding those irrelevant for the website were explained in the theory; however, in this subchapter those steps are connected to the case study.

The target audience was identified in the beginning of the project to be able to start planning the material. The commissioner clearly stated the target market to be potential students for the School of Engineering and Oulu University of Applied Sciences. The commissioner possesses the knowledge of the existing customer-base and its common characteristics, and they also must have investigated what the competitors have to offer. This background investigation is benefitting the commissioner in the targeting.

The most significant advantages for the School of Engineering has in school marketing, according to the commissioner's opinion, are the practice-based studying in the school and the unique testing environment. Also, the location of the city of Oulu is desirable for students especially from small towns in the area. People with adequate qualifications for studies in University of Applied Sciences can apply to the higher education institutes in Finland regardless of age, gender, income or nationality. One limiting factor in attracting foreign students in the School of Engineering, however, is the lack of degree programmes conducted in English. Otherwise, the range of programmes is relatively wide.

The objective of the communication and the website was to create awareness, appeal and interest for the School of Engineering and OUAS, and preferably attract new students. The Hilux-project was used as an inducement and a bundle of information on the projects which can be conducted in the testing environment. Through this release of information about the projects, the school is able to promote the importance of practical work in the learning process.

Designing communications was executed through brainstorming sessions together with the commissioner. The primary task was to promote the project environment in the school. The best medium to reach an audience nowadays is the Internet, since almost everyone has access to it. The project's website was connected to the official website of Oulu University of Applied Sciences, in order for it to be easily found as well.

The channel selected was both personal and non-personal communications channels; integration of communications channels was chosen to utilize the benefits of both communications channels. The Internet was the main medium. The project and the website were presented in face-to-face contact during the two vehicle publication events, Finnish and international. A website is a platform for a communication tool called direct marketing. The website was chosen to reach a larger audience.

The three final steps, deciding on media mix, measuring results and managing integrated marketing communications were disregarded for being irrelevant for this case study. In a full scale communications development also these steps would be important to take.

4.2 Project Process

The idea for the thesis emerged during the spring 2012 as the Hilux-project was presented in a course called International Marketing Communications. On the course, the students were supposed to make a preliminary plan for marketing communications material for the project. The students were divided into groups, and their task was to create communications material and a presentation of the process. At that point, the commissioner wanted to attain a brochure of the project. As a result, the commissioner wished to further develop the communications. The author of the thesis was then approached by the commissioner asking for assistance in developing marketing material for the Hilux-project. The work came to a halt for the summer.

The thesis work was started in September 2012. Extensively planning was done regarding the expected work outcome, and thus, actual process was not started until the beginning of 2013. The parties had many negotiations and brainstorming meetings during which website, posters, trade fair –stands, flyers and brochures were discussed. Also the target audience was deliberated carefully since the original plan was that the communications would be aimed at new sponsors. The primary plan was to introduce the project at a motor show in Hannover, Germany. This decision making process generated changes in the commission throughout the autumn as the selection of suitable material and target audience was sought.

Finally, the commission was decided to be the development of the Hilux-project's already existing website and creation of a roll-up for the two project publication events. However, the roll-up idea was eliminated as unnecessary by the commissioner. First, it was agreed upon that the author of the thesis would work on these materials alone. Later on it was decided that the guidelines of the marketing of OUAS should be obeyed. At this point, Communications Services of OUAS, VIP, was introduced. The author's task was to create the contents of the website together with the commissioner in both Finnish and English, and VIP would handle the layout and the final creation of the website to suit the requirements of school.

To understand how to construct the contents of a website, the author was investigating secondary data. The commissioner had their own vision of what had to be included. As a result, there were many meetings to discuss a common ground that would serve both the thesis work and the project. The commissioner provided specific details about the project and of the vehicle itself. Based on that information the author wrote a summary which was used in the website as an overall introduction. All the specifications and information on the website were translated into English by the author of the thesis to serve the purpose for the international aspect of the author's degree programme.

Problems with the functions of the vehicle delayed the presentation and the first publication event of the project. The website was created in Finnish first in order to serve the Finnish release occasion which was intended to be organized prior to the international one. Finally, both publication events were arranged about the same time due to the problems of the vehicle. However, as the date for the international exchange week was known to be in the middle of March, the English website was finished later. VIP's task was to plan and create the layout based on the contents created by the author of the thesis together with the commissioner, and to match the requirements of the website with the ones of Oulu University of Applied Sciences.

After developing and creating the material, the writing work was started. The author of the thesis had read literature and articles while working on the materials to receive pointers for the realization plan of the material. However, the work was commissioned in such a way that the material was due first. The material had a specific deadline whilst the thesis work was a longer process. During the spring, the author investigated the matter of marketing communications from literature, articles and the Internet. Based on this theory material, the theoretical analysis for the thesis was constructed. The final part of the thesis, hence, the case study, was created last. Even

though there was a gap in time between the creation of the material and the writing work of the case study, the process was fresh in the author's mind since the author of the thesis was in contact with the commissioner throughout the whole spring.

4.3 Website Development Phases

To be able to plan the contents of the website, the author investigated the subject through secondary data in theory. Meyerson's 'Success Secrets of the Online Marketing Superstars' (2005) was provided easy and clear guidelines for the realization of the contents. In practice, the author had numerous interviews and brainstorming meetings with the commissioner to come to an agreement on the contents.

The author had to take two main points into consideration: what the commissioner wanted from the material and what was required for the thesis. The commissioner wanted the contents to be primarily about the specifications of the vehicle and the project. However, for the thesis it was required that the marketing aspect would also be seen on the website. In order to fulfill the wants of the commissioner, the author of the thesis was working closely with the people involved in the project in all stages of the creation of the website. In this subchapter the planning process is explained, and illustrated with screenshots.

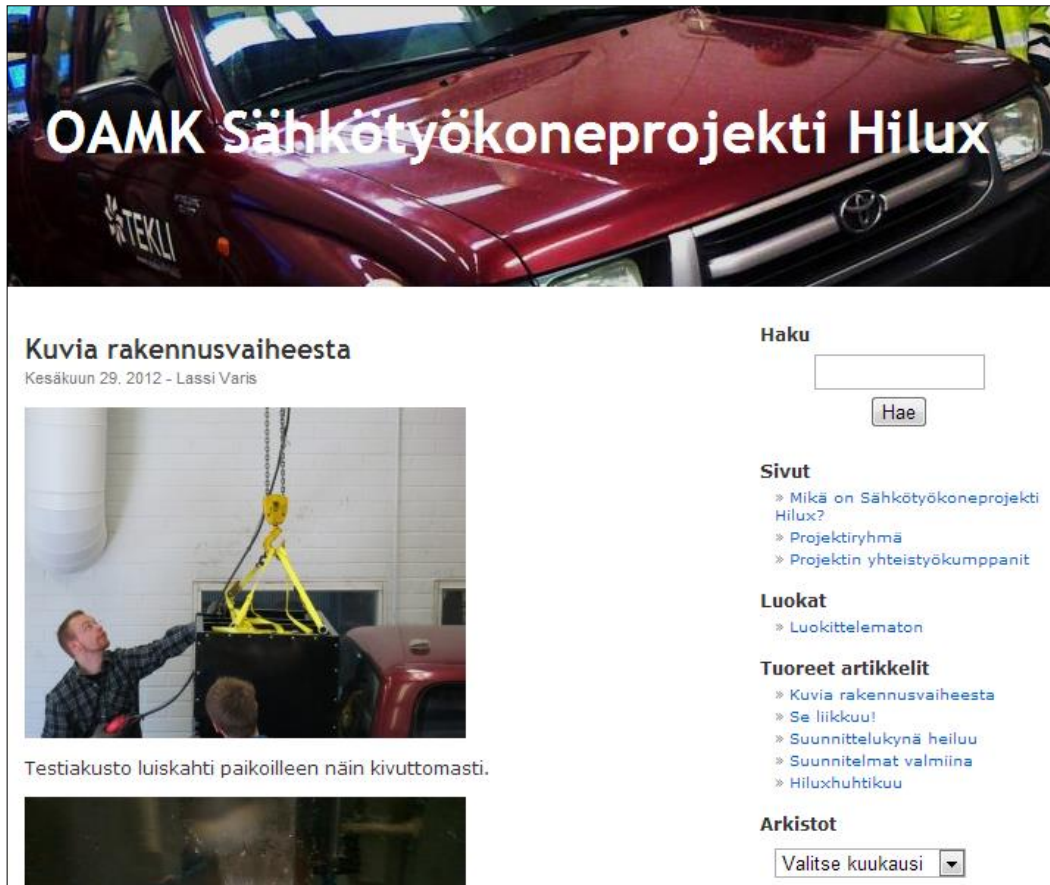


FIGURE 5. Former website made by the Project Manager Lassi Varis (Blogit, Date of retrieval 06.05.2013)

The former website (Figure 3.2) was in the form of a blog, having some pictures and specs on the project. However, it was very basic and simple creation lacking a certain appeal. The base for the website was leaning on news reporting about the project and the stages; what was done and how it worked. It was also rather difficult to find since it was separate from the school's own website. These are the reasons why the commissioner wanted to develop a new one, a more appellant one. The old website was presented to the author as an indication of what should be included and what should be developed.

The author of the thesis made a plan on a free website platform, www.webs.com. The platform was intended for simple creation of webpages only. The plan was realized together with the Project Manager of the Hilux-project. The plan made is showcased in Figure 3.3. The most important matters regarding the website according to the commissioner were the project, the team, the sponsors and the contact information. According to this background information, the author of the thesis started to create a plan for the contents.

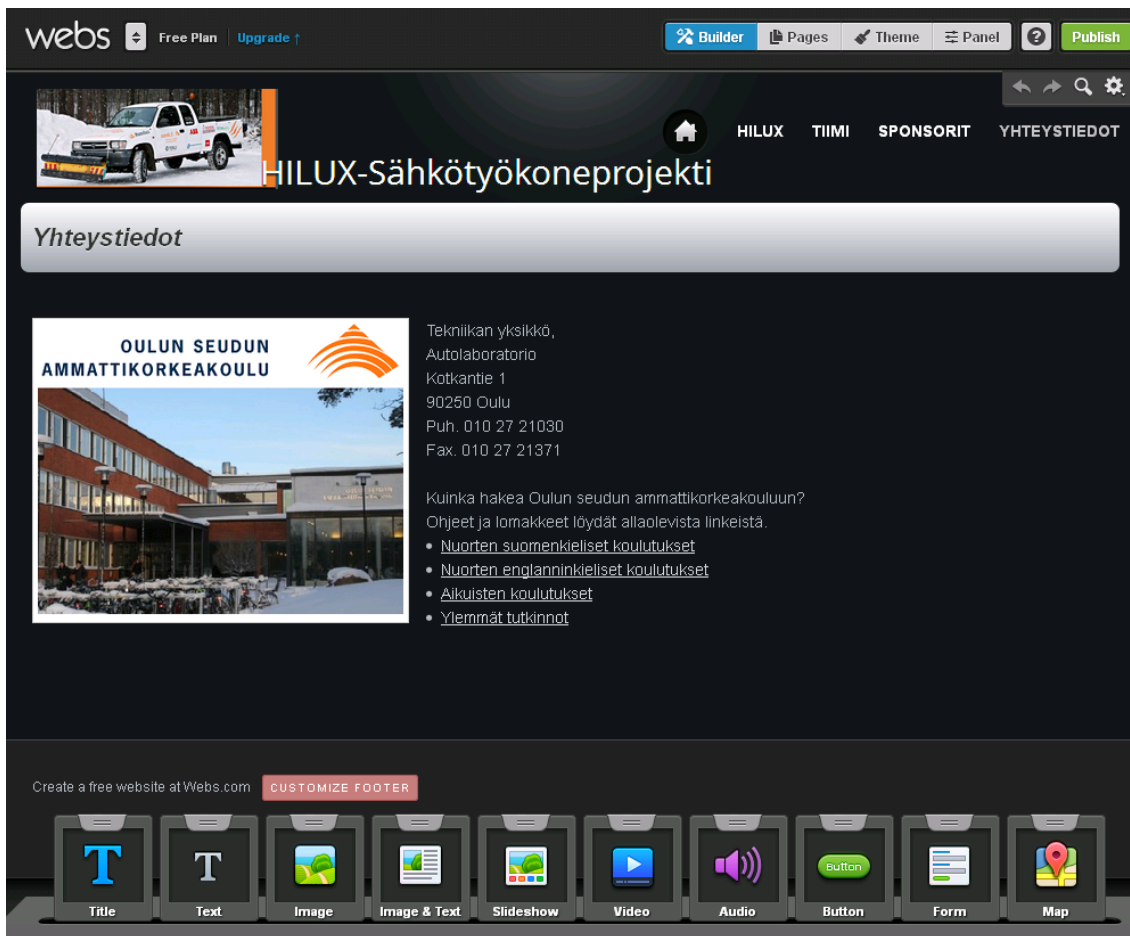


FIGURE 6. The Contact-page of the website plan under editing.

In the Figure 7 the editing tools of the website can be seen. The icons at the bottom were the webpage tools used for adding titles, body text, pictures and other features. The function of these tools was to be dragged across the screen to the page creating a text box. Either text or pictures were added to the box. The result can be seen from the Figure 7.

The icons in the upper right-hand corner were utilized for designing the layout, controlling pages and publishing the site. The creator could choose the mode of building or visual checking. In the building mode, the creator was able to create new and modify old pages for the website. The visual checking mode showed how the website looks like to a visitor. Also the theme for the website could be chosen, pages added or removed and the work saved from this panel.



FIGURE 7. The front page of the website plan

Figure 8 shows the finalized plan. The content is delegated on different pages. The picture and the main title remain on every page of the website. The pages created for the website are Home, Hilux, Team, Sponsors and Contacts. The website was also translated into English by the author.

As it can be seen from Figure 8, on the front page there is a publication written by the author to state the nature of the whole project. In Hilux-tab the specifications of the vehicle are stated. This tab helps those interested in the details of the vehicle and project, i.e. the potential engineering students. The purpose of the tab “Team” was to introduce the project team and the people involved. Sponsors who financed this project by providing components and small monetary support had to be clearly mentioned on the website. The purpose of the tab “Team” was to introduce the project team and the people involved.

Sponsors who financed this project by providing components and small monetary support had to be clearly mentioned on the website. The tab “Contacts” not only offers the contact information but also a route for applying.



HILUX – ELECTRICAL MAINTENANCE VEHICLE PROJECT

HILUX NEWS FEATURES

HILUX – Electrical Maintenance Vehicle Project

A group of mechanical engineering students from Oulu UAS have assembled a more economical transmission to a maintenance vehicle. The work was done in co-operation with Oulu technical public utility company, TEKLI and Randax Ltd. (an electrical technology company). Electrical Toyota Hilux helps to maintain streets with better efficiency and in a more environmental friendly way.

TEKLI donated a Toyota Hilux maintenance vehicle for the project. The combustion engine of this vehicle was replaced with a new electrical transmission primarily built by seven students of the School of Engineering. The project was carried out under the guidance of the staff at the school's vehicle laboratory. Additionally, a number of companies and coincidental students participated in the project.

The sponsors play a huge role in the project. They have participated in the project by donating components for the transmission and financial aid. The electrical engine was given by Randax Ltd., which has also served as an expert in the new transmission solution. The testing environment and the vehicle came from TEKLI. One business student is taking care of the marketing communications. For all the primary students this project is also their thesis.

This vehicle of the future is mainly aimed at the maintenance of pedestrian streets and cycle paths. The maximum torque with an extreme low speed achieving electrical engine is the best choice, for example, for ploughing snow on sidewalks. This quiet king of the streets is also a more economical and environmental choice.

According to tests and measurements, the electrical operating system does not change the features in the job it is meant for. As a matter of fact, the usage is going to be easier and more comfortable. The system is also designed and built in a way that the vehicle is able to operate in a challenging environment, for example, in freezing cold.

The vehicle is in test drive in the winter 2013.

TEAM



The team consists of the following eight technical and one business student from Oulu University of Applied Sciences (Oulu UAS):

Lassi Varis, Juuso Turunen, Lasse Kyyhkyinen, Miika Kajula, Tuomas Tihinen, Jani Korva, Lotta Haapaniemi, Tuukka Pennanen, Bastiaan Reymer

The supervising teachers of the project are Janne Ilomäki, Arto Lehtonen, Jari Vaitala, Mauri Haataja

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[Bachelor's degrees conducted in Finnish](#)
[Bachelor's degrees conducted in English](#)
[Bachelor's degrees for adults](#)
[Master's degrees](#)

CO-OPERATION PARTNERS



FIGURE 8. Final product created by VIP (OUAS, Date of retrieval 06.05.2013)

After the plan was finished, the Project Manager was satisfied with it. At this point, Communications Services of OUAS, VIP, was introduced to finalize the material by creating it in a more concrete form. This means that VIP designed a layout which would match the one of Oulu

University of Applied Sciences, and used a professional website tool for the creation. Finally, they attached it to OUAS website under the link www.oamk.fi/hilux.

In the resulted website, the contents are both in Finnish and in English. The front page of the English website translated by the author of the thesis can be seen in Figure 9. The final product was concluded by the Communications Services of OUAS, VIP. With the know-how and the professional touch to IT and graphic designing, VIP managed to create a visually appealing website in which everything is easy to find.

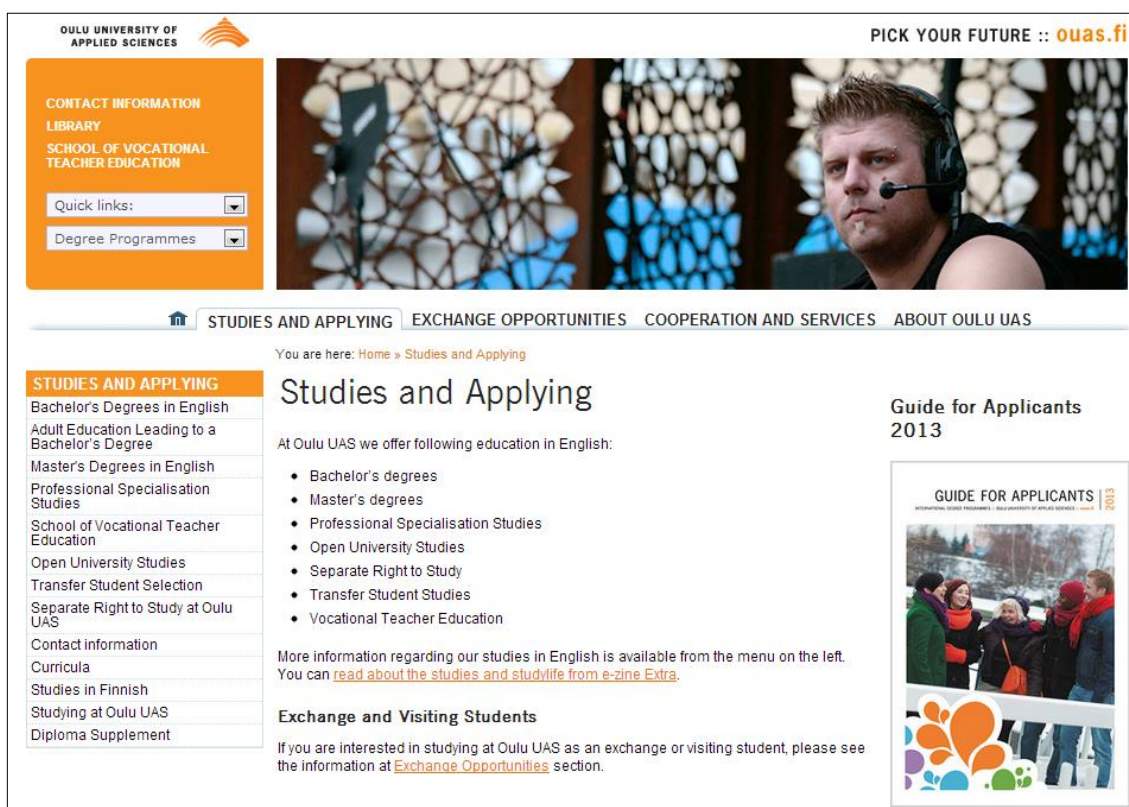


FIGURE 9. The website of Oulu University of Applied Sciences (OAMK, Date of retrieval 12.5.2013)

VIP designed the layout with a professional website tool to fit the website of OUAS official website. Firstly, the color pattern used in the website consists of orange, black and white since that is the color pattern for OUAS. Secondly, the normally taken images of the vehicle were replaced by photos taken by a professional photographer to carry a more professional aspect to the site. Changes to the layout were conducted; however, the contents remained as planned. The clearest changes were made in the set-up of the pages. It was decided by the commissioner that

the sponsors, the team and the contact information should be constantly visible even though switching between pages. Also a News –page was added to retain real-time progression to the fore.

The most essential matter in the development process was the satisfaction of the commissioner. The author of the thesis interviewed the Project Manager also after the final creation of the website to receive feedback. Finally, the Project Manager was satisfied with the website and the author's contribution to the task.

5 CONCLUSIONS

Since various universities and Universities of Applied Sciences are competing over talented applicants, it is important to market the schools. Marketing is not a simple issue; it requires considerable amount of planning. School marketing utilizes similar methods in marketing as any other business. Nevertheless, the target audiences and marketing communications tools should be chosen very carefully. As schooling is free, other means of marketing must be utilized for competition.

A website is nowadays a typical and often used platform for marketing in all business fields and personal use as well. In terms of easy access and availability of information a website is a must for school marketing. Without it, a school could hardly compete with other options. However, creating a website for a certain action conducted by a school can create a greater appeal than only an original one since it stands out. It is important in marketing that the school is recognized. Thus, logos, branding and color palettes are essential parts of a school's image. In this specific website, these factors unite the site with Oulu University of Applied Sciences. After the planning, the plan must be implemented and maintained.

The result of this thesis, the website for the Hilux-project, was created in such a way that it provides information on both the project and the school. The layout was designed to support the formal website of Oulu University of Applied Sciences. To create interesting and appealing contents, the author of the thesis considered not only the targeted people who might understand the specifications of the project, but also those, like the author herself, who do not necessarily understand the vehicle details.

Pictures of the vehicle, the layout and the color palette serve people who are visual in their functions. Compared to the existing website which was used as a basis for the development, the website catches the attention of a visitor more easily. The website is not only more appealing but it is also more specific and considered in terms of its contents. The contents are planned in way that the project is first generally introduced, then explained more in detail and it also offers a simple and clear path for applying process. The implementation of the website was successful.

The methodology used supported both the theoretical analysis and the empirical work. What was achieved during the process, with the help of the material or not, was that the project was noticed; there was a publication in a local paper called Forum and an interview on a radio channel Radio Pooki. Also the local newspaper Kaleva thought these projects are interesting and thus

recommended that the OUAS and the School of Engineering would inform them of such projects in the future. This kind of publicity affects the image of the school. It is a good indication of the status of the school since it has been presented in a positive light.

6 DISCUSSION

The objective of the thesis was to develop communication material for the Hilux-project and the Automotive laboratory of Oulu University of Applied Sciences. The methodology was qualitative research in which both primary and secondary data were used. The result was a website for one of student projects conducted in the School of Engineering.

The created website is a good tool for marketing. Nevertheless, combined to the informative roll-up, the material could have induced a greater impact on the presentation of the project. The project could have been introduced in a more formal manner by developing an exhibition stand for these two publication events with all the accessories included. This idea was presented by the commissioner at first as the primary plan was to introduce the project at the motor show in Hannover, Germany. However, this plan was quickly withdrawn afterwards and reduced to a poster-style roll-up. In the end, the roll-up was disregarded as well. The primary plan would have generated a larger scale process for the author of the thesis but simultaneously it would have unfolded the project to a wider audience.

A great reason for people to apply to a University of Applied Sciences instead of a traditional science university is the focus on practicality in studies. The students are not only reading books and studying on how something works in theory but they also test the theory and work in practical terms. In the School of Engineering of Oulu University of Applied Sciences this practicality is carried further. The students conduct projects in a specially created environment through which they are learning skills to be used later in their working life. They are building structures, repairing cars, and working on computers. As the author realized how the project environment functions, she saw the potential in the promotion of this environment and the projects to attract new students. This environment can be seen as an advantage over other schools. Thus, it should be highlighted and promoted more than it, at the moment, is. Another business student could make a thesis on the topic.

One target for the material was potential foreign students. Engineering is based on universal mathematics; hence, it might be possible for foreign students to understand the subject in Finnish. Even so, it would be encouraging to have more English conducted Bachelor's degrees at the School of Engineering in order to involve more foreign students and exchange students.

There is only one Bachelor's degree in English: Information technology. This lack of programmes taught in English is driving e.g. exchange students studying engineering to the School of Business and Information Management to study something that is not directly related to their own field. Nowadays, in the global environment, it could be profitable for also Finnish students to have the possibility for studying engineering in English.

The topic was presented in the spring 2012 but the actual thesis planning was started in the autumn. Material plans were finalized in the end of 2012 and the final materials were published in March 2013. The theoretical work was started after opening seminar in January 2013, continued throughout the spring and finished for the directions seminar in the end of April. Case study was prepared during April and it was ready for presentation seminar in mid-May. The planned graduation date is 18.6.2013.

The author succeeded in the realization of the website despite the difficulties in planning and scheduling. The author of the thesis, as well as the Project Manager, was satisfied with the resulted website. The thesis was an important learning process for the author as the fundamentals of marketing communications were thoroughly investigated. The author was obliged to use this knowledge in the making of the material what enhanced the learning by doing. Using the skills learnt in school helped in the writing both in theoretical (e.g. general knowledge of the subject, and ability to use library services) and in practical terms (e.g. reporting and using references).

Scheduling and planning should have been improved. The author was writing the thesis during the work practice. Both were stressful and time consuming matters and scheduling was occasionally difficult. With better timetable the effort could have been facilitated. Because of the changing situations in the project and in the thesis process, planning was difficult to manage. The author of the thesis had a plan which was changed accordingly but there were many factors affecting the plan and the process. Limiting the thesis topic more could have prevented some of the changes from occurring since the author could have set clearer guidelines for the commissioner as well.

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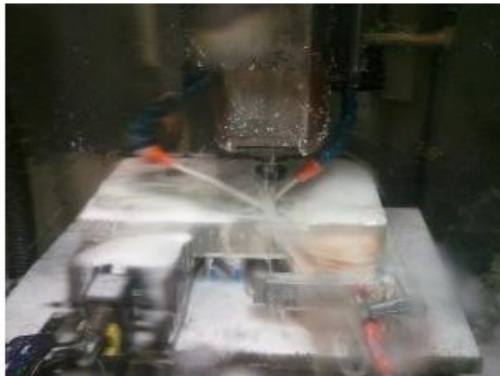


Kuvia rakennusvaiheesta

Kesäkuun 29. 2012 - Lassi Varis



Testiakusto luiskahti paikoilleen näin kivuttomasti.



Täysin projektilaisten omaa suunnittelua on myös taajuusmuuttajan jäähdytyslevy, jonka jyrshintä on käynnissä tässä kuvassa.



Haku

Sivut

- » Mikä on Sähkötyökoneprojekti Hilux?
- » Projektiryhmä
- » Projektin yhteistyökumppanit

Luokat


- » Luokittelematon

Tuoreet artikkelit

- » Kuvia rakennusvaiheesta
- » Se liikkuu!
- » Suunnittelukynä heiluu
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HILUX SÄHKÖTYÖKONEPROJEKTI

HILUX TIIMI SPONSORIT YHTEYSTIEDOT

Etusivu - Ekonomista ja tehokasta huoltoajoa

Ryhmä OAMK:n Tekniikan konetekniikan opiskelijoita ovat yhteistyössä TEKLIn ja Randax Oy:n kanssa koonneet huoltoajoneuvon kaikkiin puoliin taloudellisemman voimansiirron. Sähkökäyttöinen Toyota Hilux auttaa huoltamaan katuja tehokkaammin ja ympäristöystävällisemmin.

Oulun teknisen liikelaitoksen, TEKLIn Toyota Hilux – huoltoajoneuvon poittomootorin tilalle rakennettu uusi sähkökäyttöinen voimansiirto on pääasiassa kuuden Oulun seudun ammattikorkeakoulun Tekniikan yksikön auto- ja kulljetustekniikkaan suuntautuneen opiskelijan projekti. Se on toteutettu autolaboratorion henkilökunnan ohjauksessa ja siihen on osallistunut kuuden pääopiskelijan lisäksi yrityksiä ja satunnaisia muita opiskelijoita.

Suuressa osassa projektissa ovat sponsorit, joilta voimansiirron osat sekä muu rahoitus on saatu. Kestomagneettimootorin on luovuttanut Randax Oy, joka on myös toiminut asiantuntijana uudessa voimansiirtoratkaisussa. Testausympäristö ja ajoneuvo tulevat TEKLiltä. Yksi liiketalouden yksikön opiskelija hoitaa markkinointiviestinnän lukukaudella 2012–2013. Kaikki projektin pääasialliset opiskelijat tekevät oppinäytetyönsä projektin pohjalta. Tämä tulevaisuuden ajoneuvo on tarkoitettu eritoten pyöräteiden ja kävelykatujen huoltamiseen. Maksimiväännön jo nollanopeuksilta tuottava sähkömootori on omiaan muun muassa lumenaurauksessa kevyen liikenteen väyillä. Tämä hiljainen pyöräteiden kuningas on myös käytössä taloudellisempi vaihtoehto niin kukkaron kuin ympäristönkin kannalta.

Testien ja mittauksen ansiosta on ollut mahdollista todeta, että sähkökäyttöjärjestelmä ei muuta auton ominaisuuksia siihen tarkoitettuun työssä. Jos jotakin, niin käyttö helpottuu ja ajo on paljon mukavampaa hitaissa nopeuksissa. Järjestelmä on myös suunniteltu ja rakennettu siten, että autoa voi käyttää haastavissakin olosuhteissa esimerkiksi kovalla pakkasella.

Auto on testikäytössä talvella 2013.

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HILUX – SÄHKÖTYÖKONEPROJEKTI

HILUX

AJANKOHTAISTA

OMINAISUUDET

TIIMI

HILUX – sähkötyökoneprojekti

Ryhmä Oamkin Tekniikan yksikön opiskelijoita on yhteistyössä TEKLIn (Oulun tekninen liikelaitos) ja Randax Oy:n kanssa koonnut työkoneeseen taloudellisemman ja tehokkaamman voimansiirron.

TEKLIn (Oulun tekninen liikelaitos) Toyota Hilux -työkoneen polttomoottorin tilalle rakennettu uusi sähkökäyttöinen voimansiirto on seitsemän Tekniikan yksikön opiskelijan projekti. Se on toteutettu autolaboratorion henkilökunnan ohjauksessa, ja siihen on lisäksi osallistunut yrityksiä ja satunnaisesti muita opiskelijoita. Sähkökäyttöinen työkone on tarkoitettu pyöriteiden ja kävelykatujen tehokkaampaan ja ympäristöystävällisempään huoltamiseen. Maksimiväännön ja nollanopeuksilta tuottava sähkömoottori sopii hyvin muun muassa lumenauraukseen kevyen liikenteen väylillä. Työkone on myös käytössä taloudellisempi vaihtoehto niin kukkaron kuin ympäristönkin kannalta.

Testeillä ja mittauksilla on todettu, että sähkökäyttöjärjestelmä ei muuta auton ominaisuuksia siihen tarkoitettuun työhön. Auton käyttö helpottuu, ja ajo on mukavampaa. Järjestelmä on suunniteltu ja rakennettu siten, että sitä voi käyttää haastavissakin olosuhteissa esimerkiksi kovalla pakkasella. Työkone on testikäytössä talvella 2013.

Projektissa ovat olleet tärkeässä osassa yhteistyökumppanit, sillä heiltä on saatu voimansiirron osat sekä muu rahoitus. Kestomagneettimoottorin luovutti Randax Oy, joka toimi myös asiantuntijana uudessa voimansiirtoratkaisussa. Testausympäristö ja ajoneuvo ovat TEKLiltä. Liiketalouden yksikön opiskelija puolestaan hoitaa markkinointiviestinnän lukukaudella 2012–2013. Projektin pääasialliset opiskelijat tekevät opinnäytetyönsä projektin pohjalta.



Projektiin kuuluu seitsemän Oamkin tekniikan opiskelijaa ja yksi liiketalouden opiskelija:

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Kuinka hakea Oulun seudun ammattikorkeakouluun?
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