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Development of international studies marketing in SeAMK

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Opinnäytetyön tiivistelmä

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Tämän opinnäytetyön tarkoituksena on tutkia Seinäjoen Ammattikorkeakoulun kansainvälisen markkinoinnin toimivuutta ja selvittää opiskelijoiden mielipiteitä markkinoinnin tasosta ja sen kehittämisestä. Opinnäytetyö suoritettiin yhteistyössä Seinäjoen Ammattikorkeakoulun markkinointiosaston ja kansainvälisten asioiden asiantuntijoiden kanssa.

Opinnäytetyön teoriaosassa tarkastellaan syväluotaavasti markkinointia, koulutusta ja kansainvälisyyttä, sekä vaihto-opiskelua ulkomailla. Aineistona on aiheeseen liittyviä kirjoja, Internet-sivustoja, sekä aikaisempia tutkimuksia aiheesta.

Opinnäytetyön tutkimus suoritettiin kvantitatiivisena tutkimuksena opiskelijoille. Tutkimustuloksista tuli ilmi, että Seinäjoen Ammattikorkeakoulun tulisi kehittää erityisesti käyttämiään markkinointikanavia ja monipuolistaa markkinointia kaikille koulutusaloille.

Avainsanat: kansainvälisyys, markkinointi, vaihto-opiskelu, Seinäjoen Ammattikorkeakoulu, harjoittelu, markkinointitutkimus

SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES

Thesis abstract

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The aim of this thesis is to research the functionality of international studies marketing in Seinäjoki University of Applied sciences. Thesis finds out students opinions about the level of marketing and if the level could be raised. Thesis is conducted in co-operation with the marketing department and the specialists of international affairs of SeAMK.

Theory part of thesis examines marketing, education and internationalisation together with exchange studies abroad. Material is gathered from books, online sites and previous studies about the subject.

Research method for the thesis is quantitative study for the students. Results revealed facts that SeAMK should develop marketing channel use and diversify marketing to all of the education programmes.

Keywords: internationality, marketing, exchange studies, Seinäjoki University of Applied Sciences, internship, marketing survey

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1 INTRODUCTION

The aim of this bachelor's thesis is to create an information package for Seinäjoki University of Applied Sciences about developing international studies marketing to students of SeAMK. Seinäjoki University of Applied Sciences provides a lot of opportunities for students to build up their knowledge at foreign universities and internship places around the world. Still the possibility to study or work abroad infects only a small part of SeAMK students. The major group using the opportunity are business and engineering students, while the rate of other degree programs is very low. "Student- and internship exchange are part of high quality studies. Aim is, that every student of Seinäjoki University of Applied Studies has a chance to complete at least three months of international studies abroad." (SeAMK 2015).

SeAMK has done international studies marketing so far using internet and social media. Also the experiences and information about living and studying abroad from older students have been valuable for students considering exchange. SeAMK needed new ideas for marketing because their aim about every student studying abroad is not actualizing at the moment. SeAMK should develop marketing also because competition of the students between universities are from year to year harder and today students raise the internationality greater value than before. According student barometer (Annual report, 2011, 13) student expect internationality from their studies (value 3,7 scale 1-5).

The aim of the thesis is to find out how students themselves would like to see the marketing of studies abroad and which aspects they would like to highlight for students considering student exchange.

This information will be gathered from the survey which were sent to all SeAMK international students. This thesis also include other ideas about marketing developement.

The theoretical framework focuses on marketing developement theory and research because those means provide the answers to the research problem. The other important factor is research made for SeAMK students which have experience about studying abroad.

The objective of this thesis is to offer new perspectives for SeAMK marketing department and this thesis will be used as a tool when planning new marketing campaigns for international studies.

2 Seinäjoki University of Applied Sciences

Seinäjoki University of Applied Sciences offers higher education in Seinäjoki and Ilmajoki. SeAMK educates almost 5000 students annually. Main campus is located in Frami but studies can be carried out also in several other locations. SeAMK offers studies in business, agriculture and forestry, culture and design, health care, social work and technology. (SeAMK 2015).

SeAMK Annual report (2011, 14) considers internationality as one of SeAMKs` main values. Internationality is included to SeAMK studies in a daily bases and international opportunities will be offered to every student to give a greater ability to work in a global enviroment.

SeAMK offers a lot of international opportunities to students. Extensive language and culture studies are available to everyone. Studying in international degree programme has grown its popularity from year to year and also attracted attention abroad. Studying in international degree programme allows studying in international enviroment and provides capability to work for international company or in the future.

Multiculturalism is present in studies on a daily basis. Every year SeAMK offers education to hunreds foreign degree- and exchange students and provide visiting foreign lecturers. All students have a possibility to strengthen their international know-how in multicultural projects, seminars and conferences.

Intenationalisation is also made easy with student exchange, SeAMK offers over 200 partner institutions around the world. Students also have a possibility to conduct training in a foreign enterprise in a chosen country. Every student has the opportunity to produce a thesis as a international project. (SeAMK 2015).

3 Theoretical framework

3.1 Definition of marketing

Marketing isn't just creating marketing campaign or advertising product or service in magazines. Marketing is activities, processes and brain storming. It is interaction between people who are working in the same company or just an idea you get while walking in the streets. Marketing includes exchanges and meet the needs. One of the most important factors is creating value for product and service.

Simply marketing means the activities which company does related to buying and selling a product or service. Advertising, selling and delivering products to people are all parts of marketing. Main job of people who work for marketing departments is try to get the attention from target audience using marketing tools, such as slogans, product design and general media exposure. (What is 'Marketing', 2016).

3.1.1 Marketing mix

Four P's, also known as Marketing mix are



Figure 1. Marketing mix.

Product, what are you selling?

- Place, where are you selling?
- Price, how much you expect to receive?
- Promotion. whom you are trying to reach and try to buy your product or service?

Thinking of product we usually see for example a bottle of water, but when thinking from the side of marketing mix, that bottle of water is so much more. It includes all the features of the product, the shape of the bottle, taste and the colour of the water. Also quality of the product is important for the customer, who would like to have a bottle of dark brown water? Trademark is one important factor. If you are used to have good

quality goods from trade mark X, its expected that you will buy company Xs` products again. (Cohen 2016)

Place is one of the most important factor thinking about selling a product. Selling goods in a wrong place can effect a lot to operating profit. Channel of distribution should be chosen with care, first option is to give your product or service for only one retailer to give a exclusive right to sell your goods. Second option is to give sales for a few selected retailers, which helps for example creating a high level image. Third option is to give retailing rights to all interested resellers, with this third option is possible to create comprehensive retail coverage.

Price of the product plays a big role in the sale of product or service. If it is possible to find a lot of similar products from other producters, it is necessary to have competitive price. If company X is the only one manufacturing the product, X can define the market value. Discount and payment terms are also important for buyers, if customer is buying a really valuable product he might consider again if he can get discounts or more payment time for product.

Promotion determines the place where and how product is marketed. It can either make or brake the future of the product. Product advertising is important to plan carefully before any marketing actions, its important to know which way product marketing is wanted to be taken and what is the marketing line of the company before first adds will be published. Sales promotion is the most important part of promotion, it encourages sellers to sell more of particular product, ways to increase sales promotion is for example sales competition for sellers. Publicity for product allows for creat visibility among the large crowd. For example the visibility in prime-time TV program can change the sales of the product completely.

Parts of the Marketing Mix have to support each other and meet company's resources. Aim is to combine components so that company's goals are met and that the success is better than competing companies.

Services have their own effect on the marketing mix. The difference between products and services is that services cannot be stored; they are produced and consumed simultaneously. Marketing services is not just about the four P's; services need more tools. The traditional marketing mix grows with three new P's: people, process, and physical evidence. (Cowell, 1984, 69-71)

People means the staff of the company and customers who bought service and interaction between these two. Process refers to adopted practices, operations, and automation. Physical evidence means the service environment and aesthetics like spaces or furnitures.

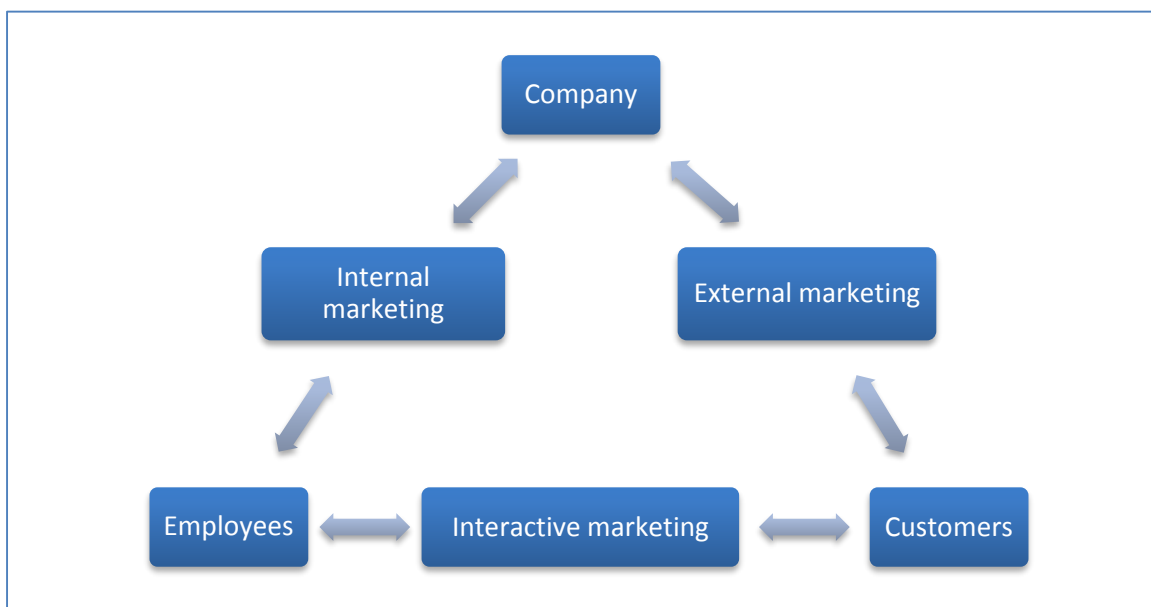


Figure 2. Internal and external marketing

As important as the external marketing, is internal marketing which happens between entire staff and the workers of marketing department. Organization have to be working as it's fullest before it can work properly in external marketing. Internal marketing includes all the actions which help employees' motivation to their work.

External marketing includes staff that knows enough about companys goals and objectives. They have a desire to work for the benefit of the company and serve the customers as well as possible. External marketing includes all the ways which will make brought customers buy again.

Interactive marketing means actions between employees and customers which help potential customers interest about your company and products. Aim is to get the experimenters and occassional customers to turn into regular customer and get regular customers committed to company.

3.2 Strategic planning of marketing

Strategic planning controls entire companys planning. The goal of strategic planning is to show companys full potential in the best possible way.

Marketing planning includes setting goals, assesment of opportunities, marketing strategies planning, development of marketing plan and -marketing programs.



Figure 3. Strategic planning of marketing

Preparation of marketing strategy includes two related tasks, selecting target markets and choosing the right marketing mix. Target market means a particular group of customers which have common features. Marketing mix refers to a combination of means by which the company seeks to influence its customers. When focus is in certain group of customers company seeks competitive advantages.

It's not common that company has a product that every consumer would want to buy. For that reason company have to find out what kind of customer group would buy the product and focus marketing to them.

The best information about customers can be assembled with marketing research. Information about customers can help adapting a product or service to meet customer's needs. Target markets can also be divided to smaller segments, whose needs differ from each other. Segments can be created with a large numbers of criteria types, for example with income of potential customers, regional location or consumer behavior. (Uusitalo 1993, 24-35)

Good marketing strategy is valid only for thousand days. Marketing strategy has to be updated every year and its effects to business and sales has to be monitored continuously. Good marketing strategy has answers to many questions, for example how much company is going to grow, which actions effect to competitiveness and how much market share is growing. Good strategy opens markets to sales and business operations. Marketing strategy justifies investments for the development of business, good strategy will come true and it will be developed each year. (Tolvanen 2012).

4 Marketing communications

Marketing communications is an ever-changing field, theories and techniques are re-generating all the time. Cultural changes and technological advances all together create a new playground where marketers try to get their messages through to their target audiences. (Blythe, 2000, 1)

Developing effective marketing communications follows a six-stage process. At first, identify the target audience, in other words, decide who the message should get to. Next up is determining the response sought what's the target of marketer, what people should do after they see the ad. Third one and one of the most important ones is to choose the message. What do you want to tell to your potential customers? Next up is choose the channel, nowadays out there is million different ways to advertise so marketers have to choose which one is the best one and which reaches potential customers, is it tv, radio or other which is most appealing to the customers. Fifth one is to select the source's attributes, in this stage have to choose what it is about the product or company that needs to be communicated. Last one is collect feedback. For example with market research can be used to find out how successful message was. (Blythe, 2000, 32)

Marketing communications includes all communicative potential marketing efforts starting from company's name to corporate image advertising. Marketing communications can be defined all communication processes, which allows the company strives to various symbols using to achieve their choice and the effects on the market that help companies gain feedback on their activities in the market. Marketing communications is continuous dialogue between company and markets. (DeLozier 1976, 168)

4.1 Communication process

"Who says What in Which Channel to Whom and with What Effects" –Laswells communication theory, 1948

A reliable way to describe communication act is to answer to Laswell`s communication model. This model highlights the main elements of communication process sender (Who), message (What), channel (In Which Channel), recipient (to Whom) and feedback (with What Effects). (Uusitalo 1993, 107-108)

Communication is transfers of messages, it's about how marketers and customers adapt messages and how marketers use communication channels. Communication is a process where marketer tries to affect to potential customers. Communication is also production and exchange of meanings and about how customer react to marketer's message.

Communication always relies on characters, these characters are made by humans. Characters refer to themselves as outsiders considerations and are tools the adotion of meaning. Message moves in the communication process. Interpreting is the process of receiving a message where customer interacts with the message. This action creates the meanings of communication.

Communication is important to culture and all of the people, because communication makes human part of a culture and society by social interaction.

Message always moves in communication process and intention effects to its outcome. Interpretation is a process where the recipient of message is on interaction with the message, this process creates the significance. Interpretation of message creates the meaning.

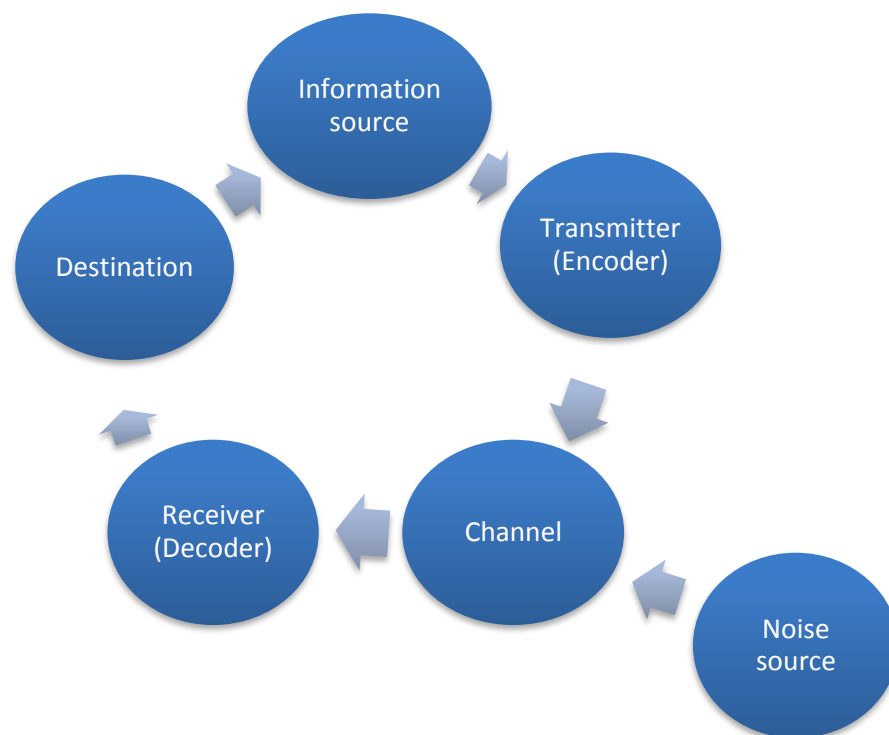


Figure 4. Model about the communication theory

Shannon-Weaver`s Model Of Communication 1949

Shannon-Weaver Model from 1940`s is a big part of 1900 century communication theories. Even it`s made several decades ago, its still up-to-date. Model was designed for developing effective communication between sender and receiver. (Weaver 1949)

Model of communication consists five elements:

1. An information source, which produces a message to recipient
2. A Transmitter, which encodes the message into signals
3. A Channel, to which signals are adapted for transmission

4. A receiver, which reconstructs the message from the signal
5. A destination, where message arrives
6. A sixth element is noise. Noise can change the interpretation of the message depending about the sender or transmission.

4.1.1 Sender

Important qualities to sender are ability and motivation to communication. Usually sender is a company or its representative, nowadays it's more usual for smaller companies that sender is an expert from marketing company and services are bought. Sender needs to be up to date of marketing area and needs to understand how to use different symbols of marketing (codes) which potential customer can understand (decoding, opening the codes) The most important aspect about marketing is recipient orientation, if several customers cant understand marketing message campaign is failed. Sender should pay a close attention to frame of reference, language and the number one motive, reason to communicate. Without clear motive marketing is superficial. (Uusitalo 1993. 108-109)

4.1.2 Message

"Message is symbolic presentation of senders thoughts" –(DeLozier 1976, 2)

When planning message of marketing campaign should always take care of at least two things, message have to be touching and appealing, campaign have to appeal to potential customer and convince customer to buy the product or service. Message can

be used verbalic and non-verbalic codes. Verbalic message is the most used way, non-verbalic marketing can be found for example from television. In television communication can be totally non-verbalic message. Words are replaced with music, colours, voices, animals or human characters to create specific image of company.

If message contains several ways of coding is important that these symbols are supportive to others. When planning whole message starting point have to be thinking how to achieve aim in certain recipients. (Uusitalo 1993. 109-110)

4.1.3 Channel

Channel is the lane, which message uses to transmit from sender to recipient. (DeLozier, 3) Marketers have to find channels which company can use to achieve the potential customer group effectively. Choosing the right channels is crucial, not only considering the message or potential customer group, but it evokes feelings and approaching to company by which kind of channels company uses to marketing. Marketing channels are not only technical solutions, those are active operators and those can make or brake the future of company.

Marketing channels can be shared in four sections:

1. Electronic communication
2. Print communications media
3. Personal channels
4. Mass communications

Electronic communication contains for example radio, television and phone. During last couple year's phone has risen as one of the biggest marketing places in electronic communication. Radio and television still keep their places as marketing leader year after year. Print communication media includes posters, magazines, and messageboards. Biggest share of print communication belongs to magazines, value of magazines has gone down radically after smart phone era. Posters and messageboards have a small share compared to other marketing methods. Personal channels mostly mean face-to-face communication, phone calls or letters. Biggest area using personal channels are telemarketers, whom call dozens of phonecalls during the day. Face-to-face marketers are often used marketing for example food products. This kind of marketing works with new products, by giving a customer a free sample makes customer more familiar with the product and make them remember the product better. Fourth channel is mass marketing with television, radio and seminars. Mass marketing is often used when potential customer group is big and company needs lot of coverage. (Uusitalo 1993. 110-111)

Personal marketing gives the customer opportunity to two-way communication as mass marketing only one-way communication. Two-way communication means that customer can share own opinions about product or service to marketer, in one-way communication customer can't tell the opinion directly, only by phone or email (DeFleur 1981, 21-22)

When planning the marketing the key is to find out what kind of customer group company want to reach with marketing. After considering this can be chosen the right communication channel, which is the best one to reach the right customer group even after message is forwarded by impersonal communication channel. (Uusitalo 1993. 111)

4.1.4 Acceptor

Acceptors are a big group of people, which receive the message through marketing channel. Acceptor is the final point of marketing, the receiver who company wants to be convinced and impressed. From other point of view acceptor is the starting point, if customer is convinced he will buy the product, product will succeed and so will company. Company can reach this point if acceptor will notice the message in channels and interpret message in the way sender wants. Noticing and interpreting depends about which is the potential customers ability and motivation to communication. Important factor to successful marketing is also repetition, if acceptor receives message several times, it's easier to remember. In marketing repetition is based on to catch the attention and wake up the big passive potential customer group. (Uusitalo 1992, 66)

This phenomenon is also easy to analyze with psychological terms of behaviorism and cognitive perception. When talking about marketing communications in the same time marketing can reach passive and active acceptors. For example campaign about new cars can reach potential customer because customer is interested about buying a new car and he follows all the new campaigns about cars, in the other side passive customer don't notice the ad because he don't have a interest about new car models, to reach this customer's attention ad have to be easily noticeable and interesting. In this case when passive customer later on thinks about buying the new car he will remember big and interesting ad from the past. According to this, talking about marketing communication acceptors both cognitive (active) and behavioristic (passive) views are both dependent about relevant situation. (Uusitalo 1993. 112)

4.1.5 Communication environment

The last element of communication is communication environment. Communication environment means all the factors which are not elements actually in marketing process but those have big effect to successful marketing process. For example company's financial, sociocultural, technological, political and the competitive environment effect business and so on to marketing communications. (Covoni-Eng-Galper 1986, 9)

Some of these factors can be considered as disturbing, for example competitors or legislation. Competition environment can also be a supporting factor for marketing. For example competition and primary demand which focuses to whole product group (low fat food, advanced recycling process) can be so strong that even with hard competition product can be automatically successful. (Uusitalo 1993, 117)

If company has positive image all the communication is considered as credible and company in itself as an interesting source of information. This highlights how important it is to company to create a good position in markets. If company is distinguishable so is the marketing. (Uusitalo 1993, 79-82)

Marketing should always catch the attention, even from passive customer. Marketing has to be so strong that it will catch the attention with strong and interesting campaign message and makes even the passive customer interested about product. After all this kind of contingency approach, thoughts about surrounding situation is important when producing effective marketing. (Uusitalo 1993, 118)

4.2 Planning of marketing communications

When planning marketing communications should strive to pay the attention receiver and communications environment. Planning of marketing communications can be shared in eight steps. (Ray 1982, 34-41)

1. Analysis of the situation
2. Overall target in marketing
3. Preliminary budget
4. Resource sharing in different components
5. Decisions about components (target group, means and budget)
6. Combining the right communication means
7. Preparation of final budget
8. Control and monitoring of marketing communications

Analysis of the situation is the basis of planning marketing communications. Company has to know clearly which are their pros and cons. In overall target marketing has to think following questions; what they want to achieve and how they will do it. After these points company can decide which parts of marketing mix are used and which the used factors are to achieve wanted results.

After preliminary budget evaluation have to think about the next questions; which are the best ways to communication to achieve the wanted results. When marketing means are clear next up is decisions about components which means how company

can effectively achieve wanted customer group, in which ways and how much is possible to do with given budget. After planning is combining, it's important to use the right ways to communicate and even more important to think which channels to combine. After the decision of the right channels, have to count the final budget for campaign and start to monitoring campaign and campaigners, how is the campaign working, what company is about to achieve with marketing, are the marketers doing their job right and what to improve before next campaigns.

Marketing communications have short and long term targets. Short term targets can be listed as increasing sales by 10% or market specific product familiar for customers, in the other hand long time target can have targets, for example the leading possession in markets or youthful company. (Uusitalo 1993. 128-129)

4.3 Why do we need to plan marketing?

"Business is successful after reaching two levels; do the right things, do the things right"

- Peter Drucker

To success in both levels, company has to success in planning. Planning can be defined in several ways, but from the ground level those are all same, planning is systematic preparation for future to ensure success.

5 Education and internationalisation

"Internationalisation is changing the world of higher education and globalization is changing the world of internationalisation" remarks Jane Knight (2008, 1)

Internationalisation is a broad term which most commonly refers to social change. Change occurs by activity across national borders. Internationality and globalization are extensively intertwined. In today's world international education and language skills come more valuable year after year. Know-how is a huge competition edge in global markets, which students can effect with international education during studies. Pressure for commercialization and globalisation is high in higher education studies. (Raivola 2007).

The expert of international mobility and co-operation CIMO works for encouraging Finnish society internationalisation in the branches of education, work and culture. CIMO provides versatile information about internationalisation and possibilities that it offers. Organization works under Ministry of education and culture. (Cimo in brief 2016).

Internationalisation has been increasing student mobility across the borders and internationalisation is supported by several parties. Globalisation for students offers several different alternatives in exchange studies outside Finland's borders. Internationalisation is a huge trend in today's world and it brings more value in job searching process. In today's world companies and employers expect high level of preparedness. Ministry of Education and Culture promotes and supports international studies and educational cooperation. (Ministry of Education and Culture 2016).

In addition of traditional term of internationalisation has become another sideterm, internationalisation at home.

5.1 Internationalisation at home

Internationalisation at home is includes achieved international experiences in home-country and achievements in domestic high education. Internationalisation at home has become an important factor, because it enables changes to internationalisation to all students and its not depending for example students assets not to be able to travel abroad. This is one of the biggest problems that universities encounter. Every student has to have similar rights to internationalisation and it's why the meaning of internationalisation at home is increased. (Garam 2012, 5)

There is several ways to exploit internationalisation at home, for example courses in different languages or by organizing common training modules with exchange students. Exchange students are in a big role in interaction between local students and internationalisation. Year after year higher education offers more and more international courses and ways to study to students. Another way of internationalisation extends beyond the country`s borders is virtual mobility. Virtual mobility includes for example tv-series, internet and different social medias increase international at home in low tresholds. (Garam 2012, 11-14)

Internationalisation at home is really a low treshold way to start internationalisation. In todays society internationalisation starts trough social media in really young age. Social media is easy way to learn language and find information about other countries at

home. Today money is not a threshold question for internationalisation because internationalisation can be found everywhere everytime and receiving it is up to students. International studies are nowadays major requirement applying to work.

6 Exchange studies abroad

Student exchange means a part of domestic study program, that students spends in a university abroad. During the exchange period student attends to courses in foreign university to fulfill his degree. After exchange student will return to home university to finish studies.

Students in higher education can apply for exchange through own university or own arrange exchange. Exchange through own institution is usually much easier choice than arranging the own exchange, schools has a large know how from different schools and arrangements and good connections to schools in the case something surprising comes up during the exchange.

Student exchange for Finnish students is funded by student allowance from KELA. Universities support exchange student usually with small scholarship, which helps students to book flights and pay the rent of apartment.

Exchange lasts normally for one semester or one academic year. Universities also arrange international intensive courses that last from days to few weeks, usually these courses are arranged abroad. Intensive courses include studies in multicultural group and in addition to amazing international experience students got valuable credits to their degree. (Higher education exchange studies 2016).

7 Marketing research

7.1 Qualitative study

Qualitative study means any research, which strives to findings without statistical methods or other quantitative means (Strauss, Corbin, 1990)

Qualitative study uses words, sentences and participants own thoughts as quantitative is based on numbers. Qualitative study doesn't aim to generalization, it aims to describing, understanding and interpretation in a deep level. Study enables depth understanding of phenomenon and it gives the opportunity to deep and rich describing and explaining. (Flick 1998, 4-7)

Qualitative study is descriptive, researcher is interested about process, meanings and the understanding of phenomenon. (Kananen 2014. 20)

7.2 Marketing research process

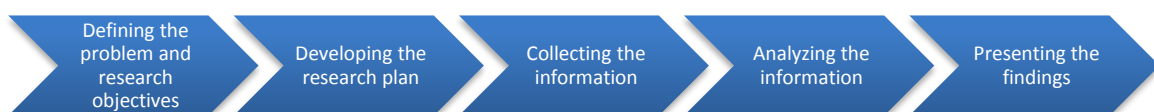


Figure 5. Marketing research process

The first step in marketing research calls for defining the problem and agree of the research objectives. If the problem is not well defined, the cost of information gathering can be too big and it may exceed the value of findings. The second phase of marketing

research is for developing the most efficient way to gather all the information, mistakes in this stage can be fatal during later study. In third stage of study, collecting the information researcher must arrange for collecting the data, this is one of the time consuming stages. The next step is the marketing research process, this phase is about finding the valuable information and listing it clearly. Analyzing the information is one of the most time consuming part, clear and easy to read analyzes are important factor when analyzing a particular part of findings. Last phase is presenting the findings, researcher should present the major findings that are relevant for the client. (Kotler 1991, 103-111)

7.3 Research process and data collection

For conducting the research I made a questionnaire in Webropol, which is specialized to surveys online. I chose Webropol for my questionnaire because I found it really easy to use and because survey was easy to send to respondents with online link. Webropol possess many factors that are useful when preparing a survey, for example automatic report and text mining. I felt Webropol trustworthy, they have really big names as their customers as Audi and Chloetta.

My questionnaire includes 13 questions in four different themes. First theme were basic questions, these included for example age, sex and study program. Second theme included questions about marketing channels and what students think about SeAMK marketing. Third stage was about internationalisation at home and SeAMK has succeed creating international atmosphere to school. Fourth selection of questions finded out student's thoughts about exchange studies and internships abroad. All the questions can be found from appendixes (Appendix 1)

The reason why I chose these themes to questions were that all of those were themes where processed in this thesis. All the questions were quite short and easy to reply, because I wanted to maximize the percent of answers. Questions were mostly multiple choice and open questions.

Questionnaire were sent to 250 students from SeAMK. Sampling were versatile, research reached students from different education sectors, and I got answers for example from engineering, nursing, business and hospitality management students. Design of questionnaire was made modern and youthful to add the attraction.

I got 21 replies to my questionnaire after i send it to students for two times. I think the end of the school year had an effect to the amount of replies. Questionnaire were opened 7 times without sending replies. Questionnaire were open for replies for 5 days, which I think is enough because most of the people reply to questionnaires in the same time when they see it, it's quite rare to answer to questions days or weeks after request.

8. Research

First question of the questionnaire asked the age of respondent.

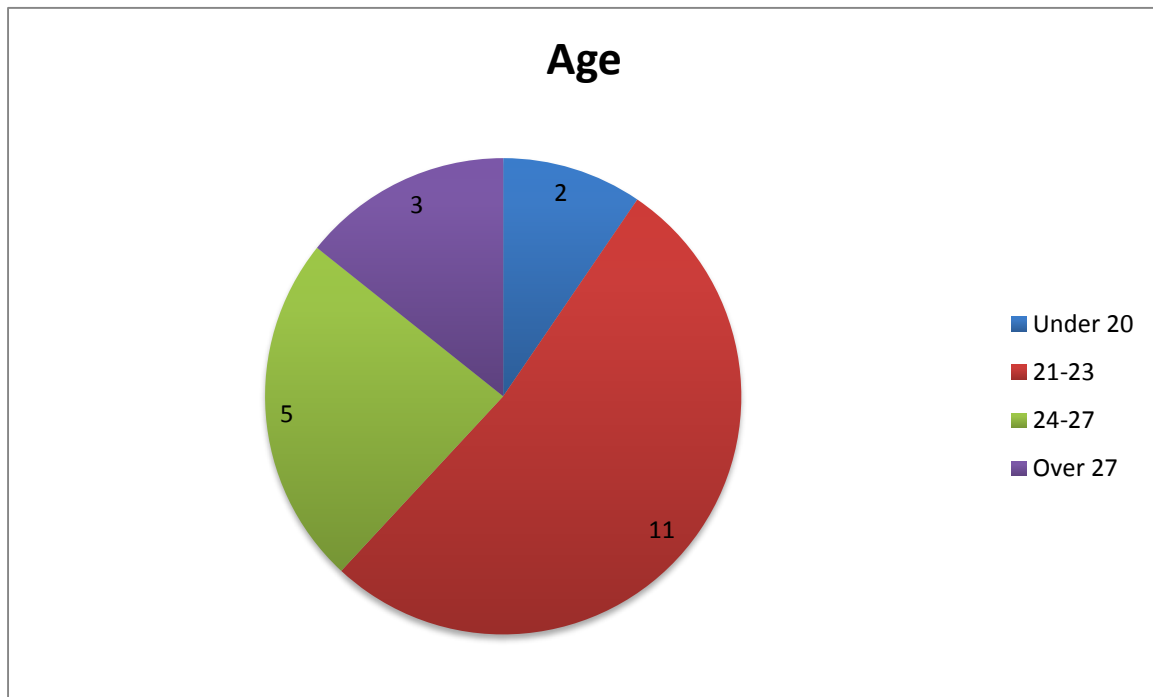


Figure 6. Age

Chart indicates that the biggest respondent age group were students from 21-23 years. I think this is not a surprising fact, because usually students in their first or second year in school are in this age group, they are the ones who still have classes at school and they check their emails often. Second biggest age group is from 24 to 27 years, as seen this age group is still over half smaller than the previous. These two biggest groups are over 75% of all respondents. Under 20 years and over 27 years

are smallest age groups of this survey in total of 5 respondents. Amount of replies is 21.

Second question found out the distribution between women and men and the results were quite surprising.

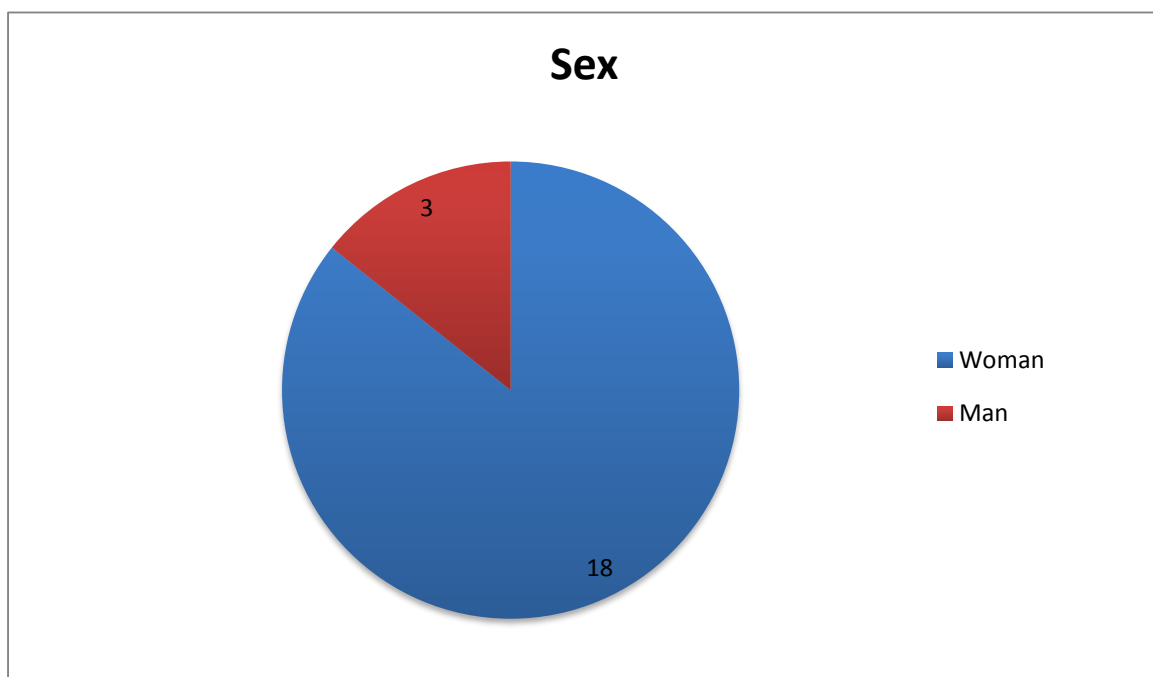


Figure 7. Sex

As seen from the statistics amount between woman and man replicants is really radical. 18 women replied to the questionnaire and men were more unactive with only 3

participants. Reasons for this distribution is hard to analyze. All the 21 replicants also replied to this question.

Third question clarified the studying program of replicants

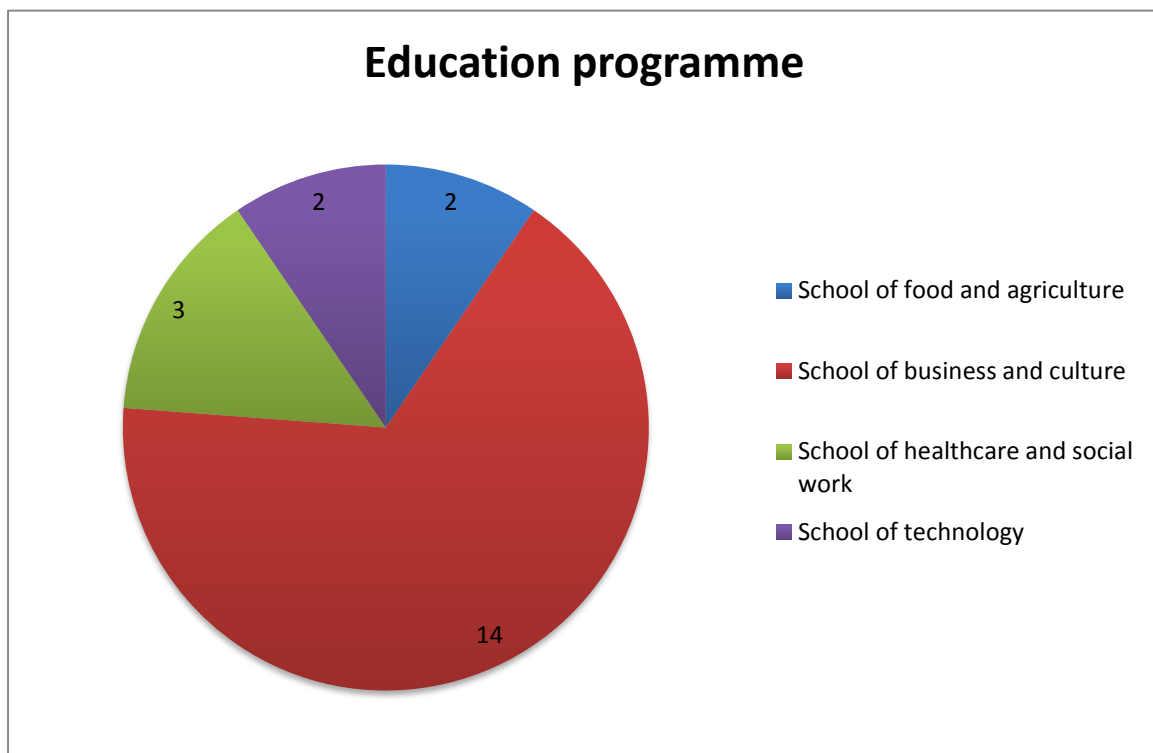


Figure 8. Education programme

From third chart about education programme can be noticed that the most active replicants were from school of business and culture. I think the major reason for this is that the questionnaire is from the field which is familiar for the students, it's easier and more interesting to reply to questions when you know more about the field. I was happy that I got answers also from other education programs, even when the field of questions may be not so familiar. From the chart can be seen that business and culture students took the major percentage of the replicants. Smallest groups were

school of food and agriculture and school of technology. Total amount of replicants is 21.

Fourth question asked if exchange studies belong to study programme as mandatory studies.

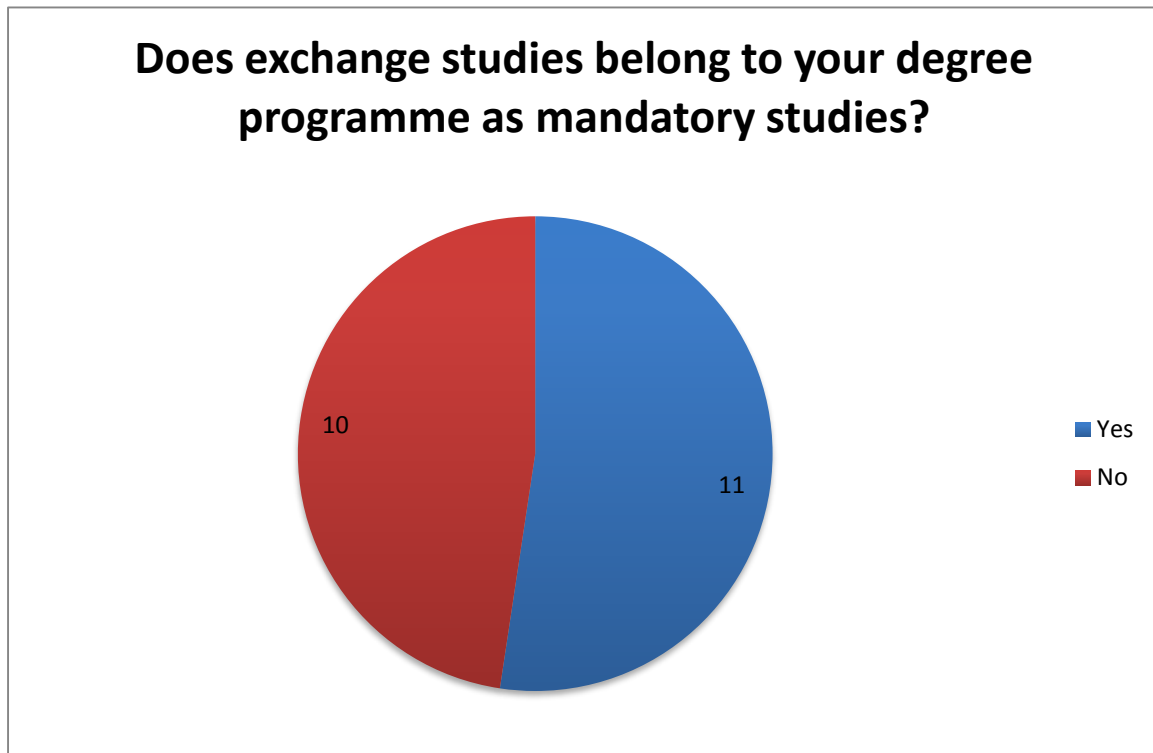


Figure 9. Exchange studies

In this case answers were almost 50/50, exchange were mandatory for 11 replicants, for 10 replicants exchange didnt belong as mandatory studies. I think this set up is really good for the rest of the questions, when replicants are almost even. It will be

also great to see how the marketing changes when for others internationality is a big part of studies, for others it depends about own interest.

Fift question found out which marketing channels reach students.

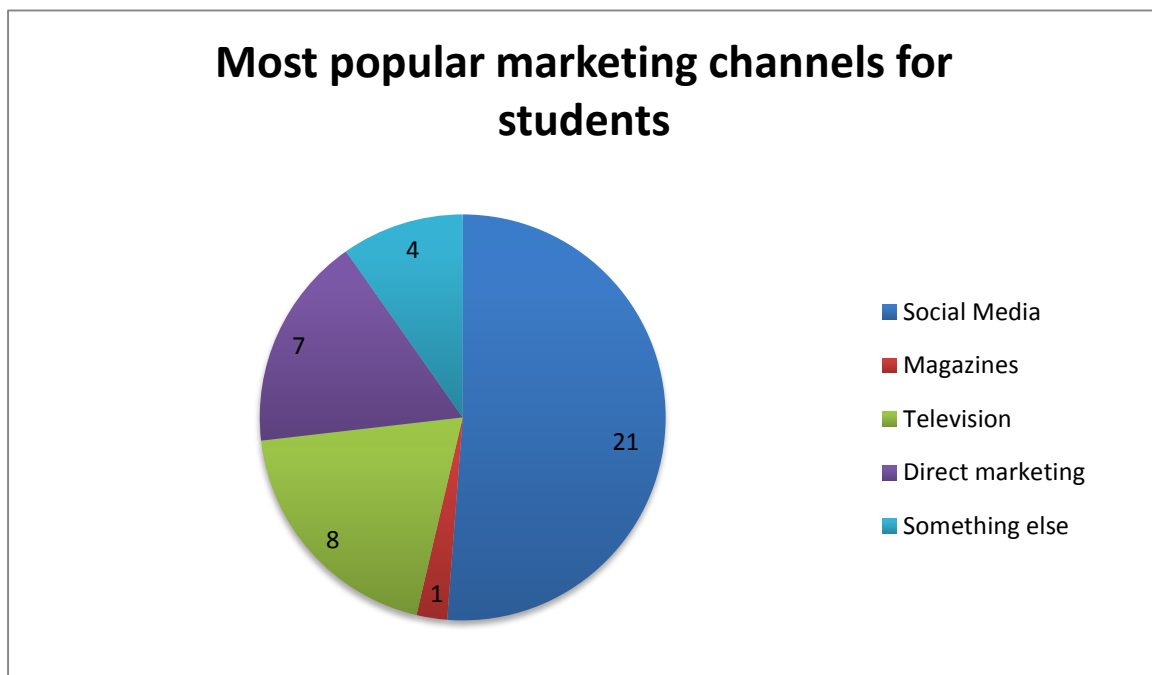


Figure 10. Marketing channels

Question which marketing channels reach you were quite unanimous, all the respondents said that social media is the most popular marketing channel. I think this fact is not surprising because this age group uses telephone and computer every day and definitely many hours during the day. Second largest group were television with eight respondents. I think some years ago television could be the most effective marketing channel, but social media has displaced it. I was quite surprised about the fact that direct marketing got seven votes, but i believe that reason for this is definitely

marketing flood in all the other channels. Students appreciate a lot of direct marketing ways as promotion campaigns where you really get to talk to the people and

about the marketing which is really meant to reach you. Surprising fact were that magazines only got one vote.

Fift question "something else, which ones?" got four replies. Two of students mentioned email and especially SeAMK email and radio got one vote. Marketing in school also were also found from two answers.

Total responses for this question were 21 out of 21.

Sixth question asked students that what they think is the most powerful marketing channel in general.

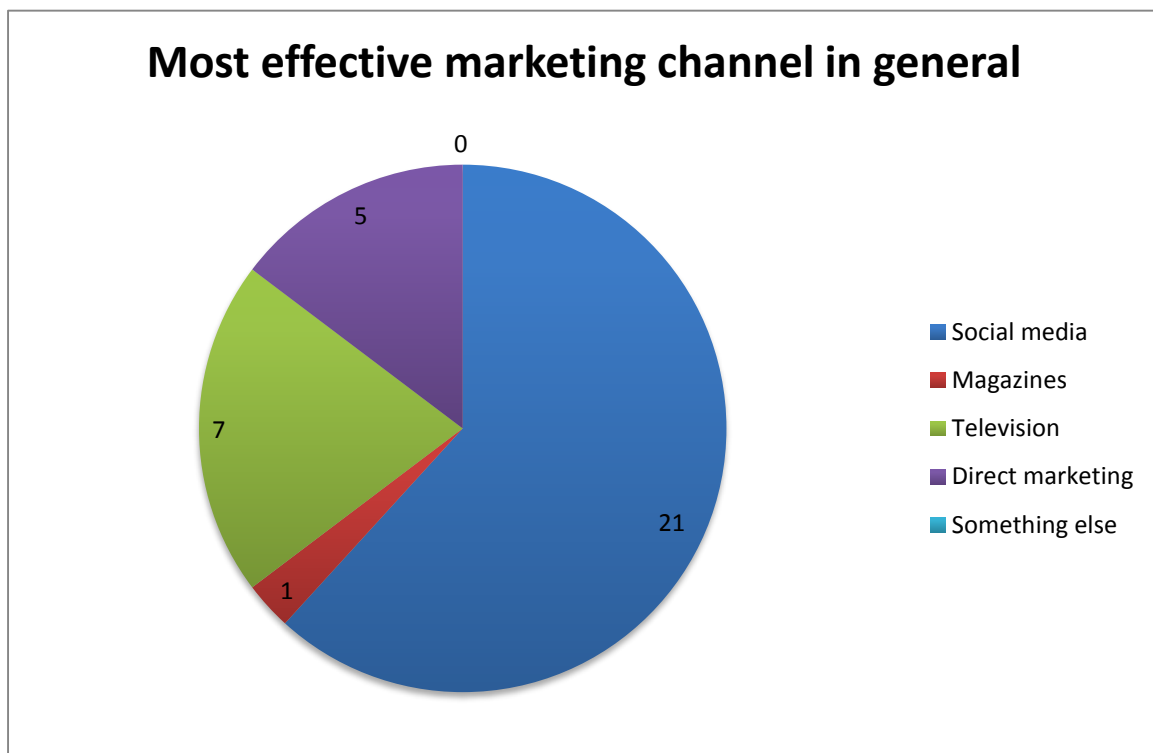


Figure 11. Marketing channels 2

This chart tells almost the same information as the previous one. Social media is the most effective marketing channel from the students view. Second places went to television and direct marketing. Smallest part went to magazines, which has lost its value during last years because of mobilization.

All the respondents answered to this question.

Seventh question were "According to previous questions, do you think SeAMK markets enough in the channel you follow?"

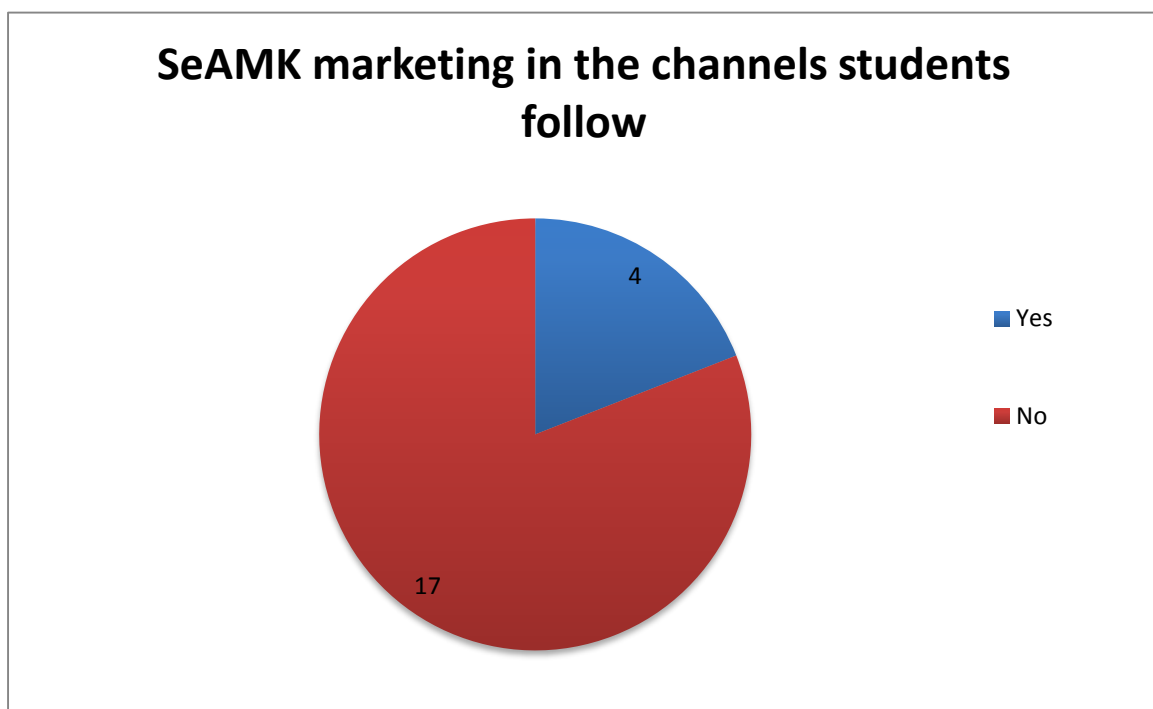


Figure 12. Marketing channels 3

Results of this question were really significant. Only four students from 21 think that SeAMK has found the right marketing channels to reach them. I think this is a fact that has to be changed in the future if SeAMK wants to promote international studies

and exchange programmes and get lot of participants. All the receivers answered to this question.

Question number eight asked if information about SeAMK international courses and exchange programmes have reached students.

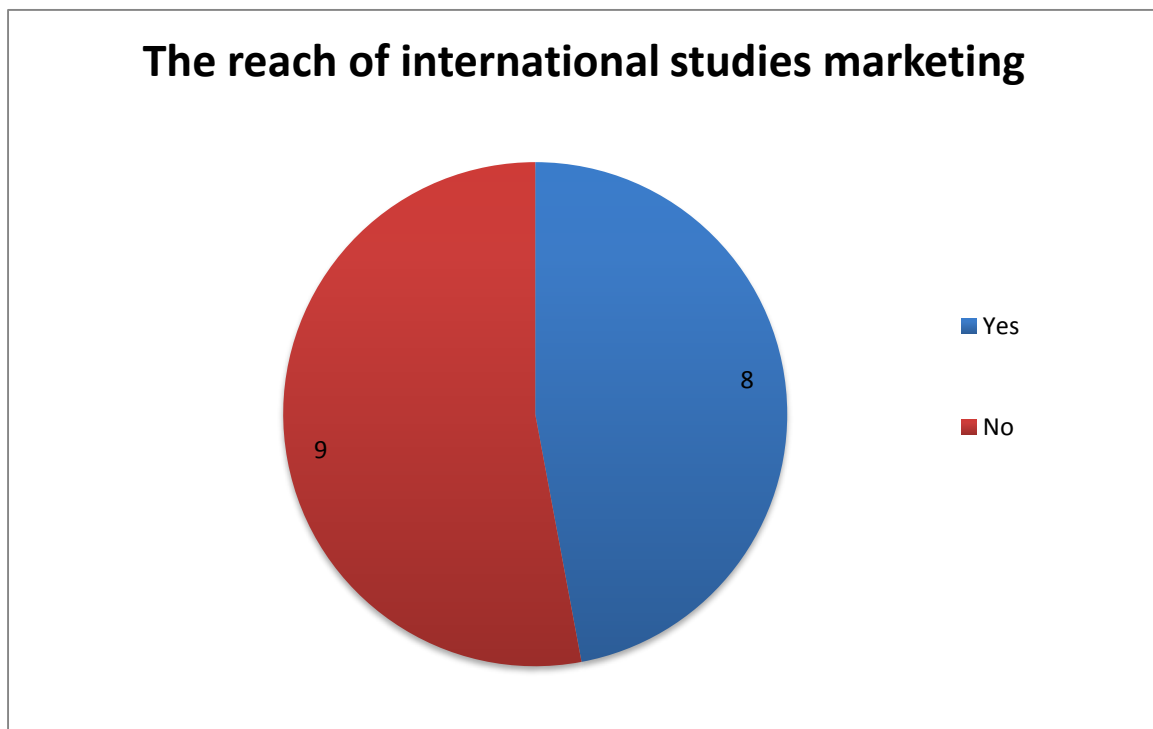


Figure 13. International studies marketing

After asking if the information have reached students asked if marketing has reached, what took your attention? And if answer were no what could SeAMK do to attract the attention. Most of the answers were no, but the difference were really small. In this case we also have to notice that most of the participants in this study

has international studies as mandatory part of their education programme, so they will automatically receive a lot of information about international studies.

Students who answered that the marketing has reached them, told that their attention were caught by following methods: flyers, radio and websites. Two answers said that marketing inside the school like info classes and the information caught from international coordinator reached them.

Students who said that they haven't noticed international marketing would like to see marketing in following places: more comprehensive information in schools websites, five of students hoped for more information in classrooms for also other faculties than business students. One of the students also were interested if SeAMK could find out some new and characterful marketing channel that haven't seen before.

Total amount of responses were 17 out of 21.

Next two questions were about internationalisation at home. Question number nine asked if students felt that they have got some internationalisation at home during

their studies. After the question were told that internationalisation at home means international experiences and getting to know new cultures in home country.

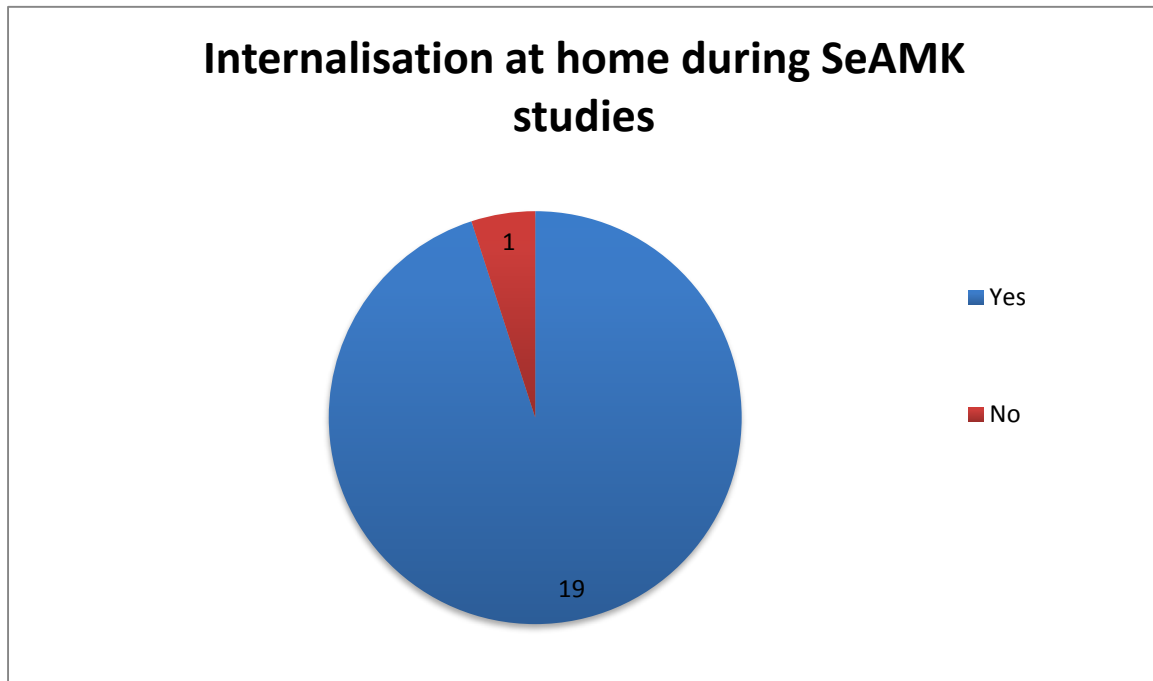


Figure 14. Internationalisation at home

Chart proves that most of the students feel that they have internationalized during their studies. Only one out of 20 students feel that he havent got international experiences during the studies.

Total amount of answers 20

Next question about internationalisation at home were that what kind of means of internationalisation they have noticed during their studies.

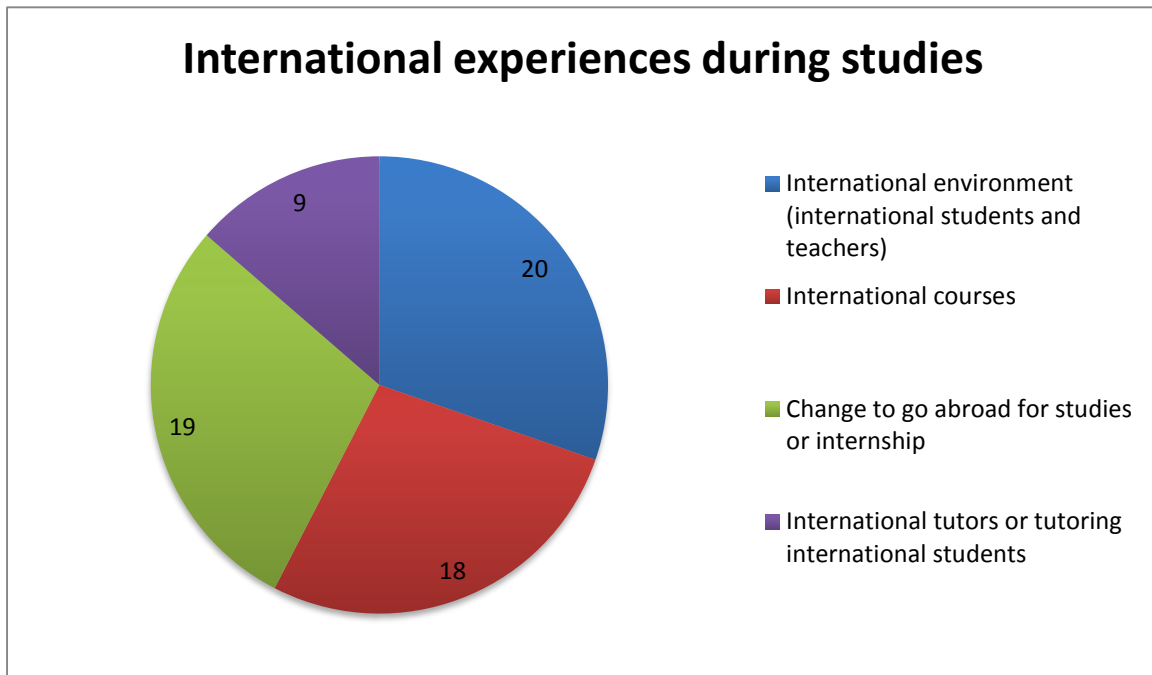


Figure 15. International experiences

This chart proves that SeAMK students have felt a lot of different means of internationalisation during their studies. 20 out of 21 said that they have noticed the international environment and all the international students and teachers. Second biggest group with 19 students were the change to go abroad for studies or internship, so most of the students know that they have a change to go to exchange and study abroad. With the number of 18 out of 21 students said that they have noticed interna-

tional courses during their studies. Smallest group, but almost the half of respondents said that they have noticed international tutors or they have tutored international students.

Total of respondents 21.

Question number 11 were asking about interest to work abroad in the future.

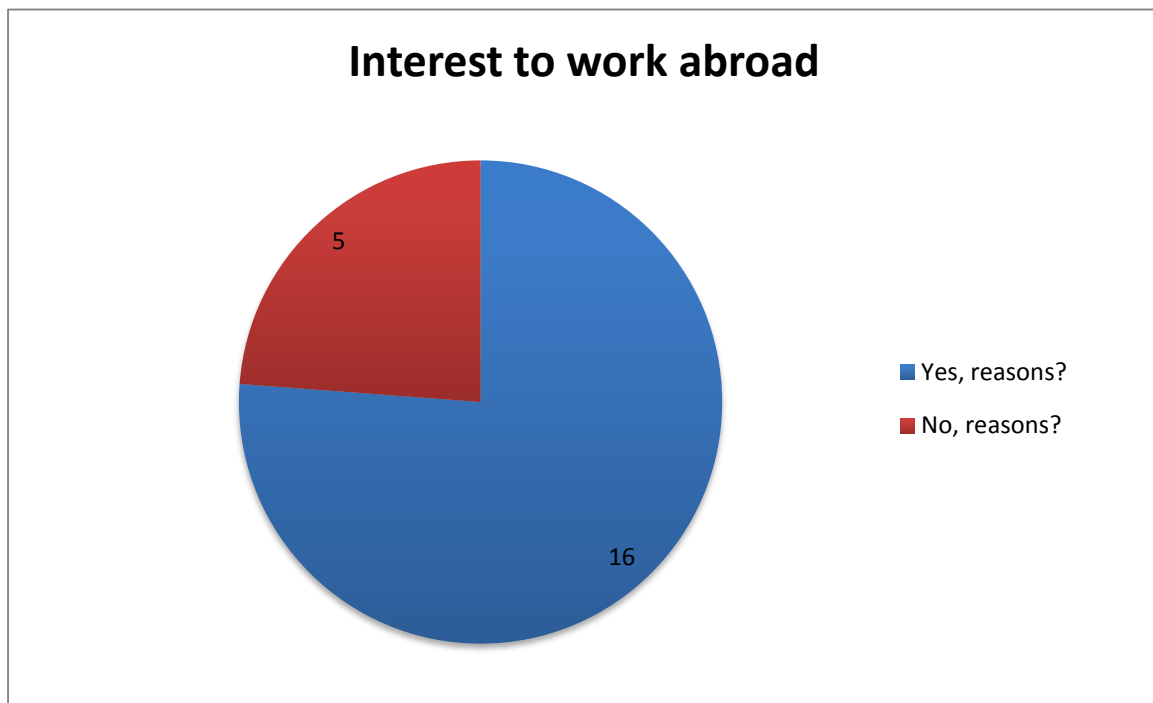


Figure 16. Working abroad

Five students out of 21 said that they wouldn't like to work abroad, all the respondents answered two different responses either family or lack of language skills.

Students who answered yes had the following reasons why they would like to work abroad;

Experience, language skills, interest about new cultures and higher level of working places. One of respondents said that she would like to live abroad because it would really improve the language skills. One student told that she has always wanted to learn abroad and changes for higher jobs are better.

Total number of responses 21.

Question number 12 ask the main reasons of studying abroad

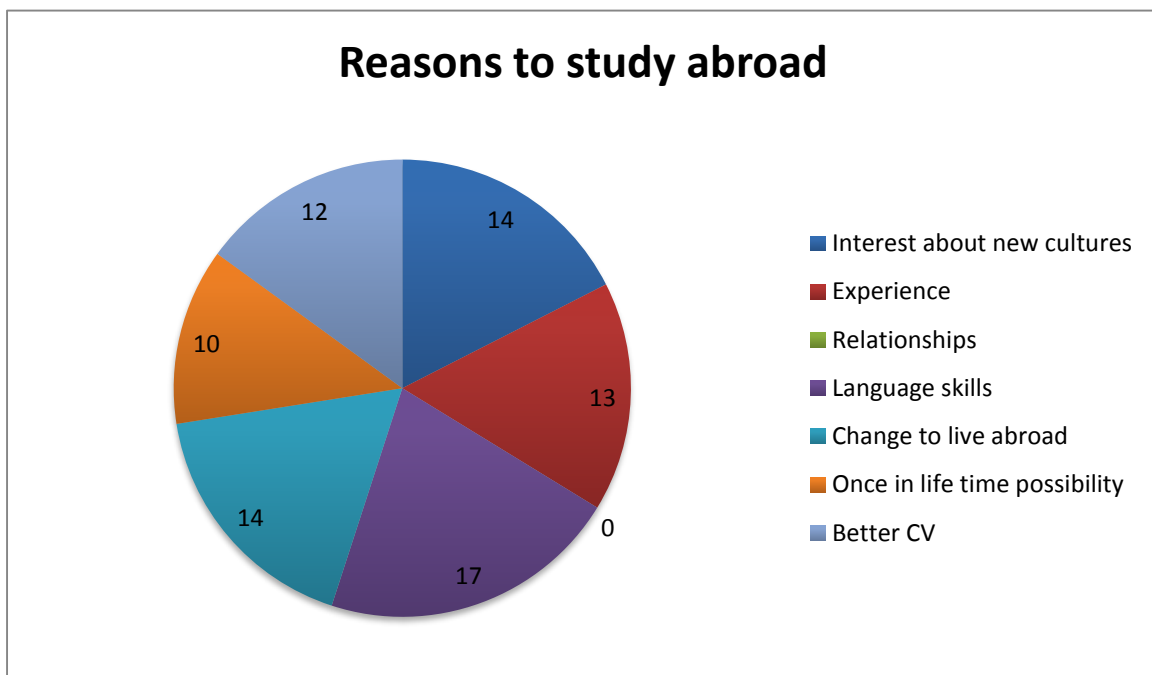


Figure 17. Reasons to study abroad

As we can see from the chart, students have a lot of reasons to study abroad. The main reason were language skills. A lot of students appreciate good language skills and they would be interested to develop skills abroad. In the second place with 14 votes were change to live abroad and interest about new cultures. I think these two

things are quite the same, because when you live abroad you explore new culture. Third reason were overall experience, which really is the thing that will be remembered for a long time after exchange. Almost half of respondents also chose choices of once in a lifetime opportunity and outstanding CV. Finding a relationship from abroad didnt got any votes.

Total amount of answers 21.

Last question were that if you have experienced student exchange and if yes which three things students feel developed during the stay abroad?

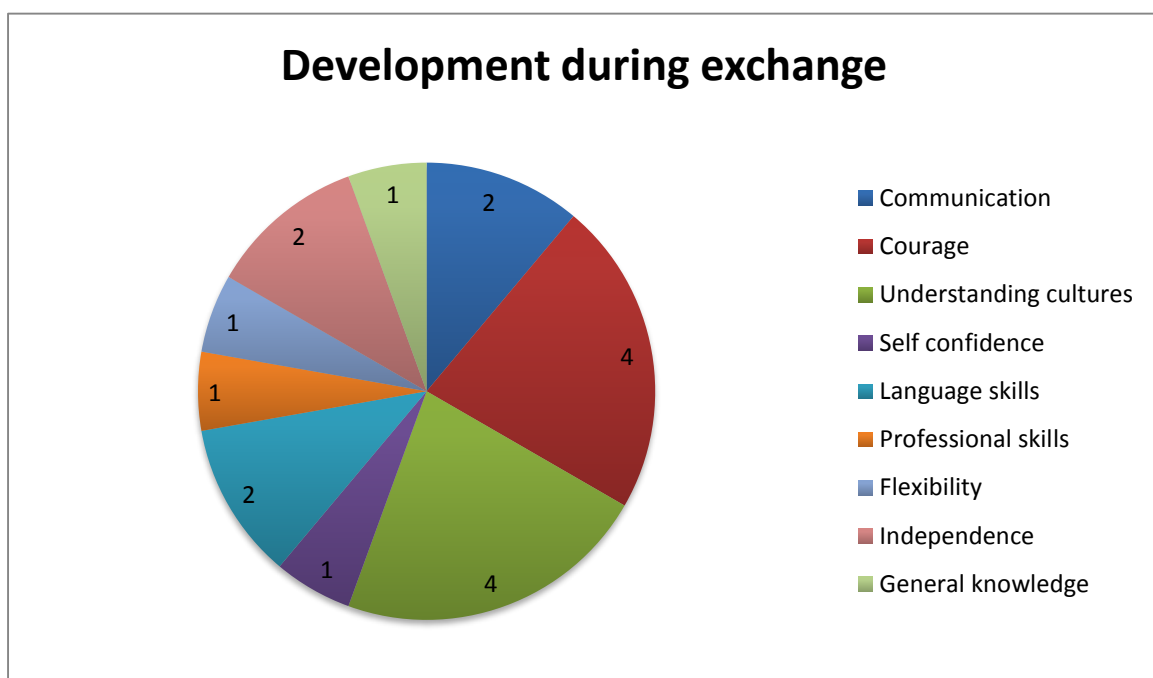


Figure 18. Development during exchange

From the chart can be seen several different development points. 13 respondents havent experienced exchange so these facts are based on six different students.

Main points where students felt development were understanding cultures and courage during the time abroad. Next development points were communication, language skills and independence. One points went to general knowledge, flexibility, professional skills and self confidence. In this question were also more options which didnt got any votes, options were groupworking skills and perseverance.

Totat amount of answers to this question were 19

9. Conclusion

The aim of this study was to find out what students think about the marketing of international studies and how the level of marketing could be raised.

Questionnaire were sent to 250 students and 21 replied to questions during one week. Turnout were quite small, but the level of answers were good and versatile. I believe that the main reason for the small participant group is that the school year is about to end and students thoughts are in summer holidays.

Questionnaire revealed interesting facts about student's thoughts which have to be taken seriously when planning new marketing campaigns in the future. All the participants said that the strongest marketing channel is social media and only four students out of 21 think that SeAMK markets in the channels they follow. When asking about the international studies marketing, under half of replicants said they have got enough information about international study possibilities.

SeAMK got a lot of good feedback about internationalisation in school, 20 out of 21 felt like they study in international environment. Most of the students were interested to study or work abroad in the future.

I think the most serious comments came from social and health care and engineering students. They feel like SeAMK advertises internationality a lot for business students and make other students feel like internationality is only meant for business students. This opinion should take seriously and diversify marketing to all education programs.

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APPENDIXES

Liite 1

1.Age

Under 20

21-23

24-27

Over 27

2. Sex

Woman

Men

3.Faculty

School of food and acriculture

Business and culture

Social and health care

Technology

4. Does exchange studies belong to your degree as mandatory studies?

Yes

No

5. Which marketing channels reach you?

Social media

Magazines

Television

Direct marketing

Something else, which ones?

6. Which ones are the strongest marketing channels in today's world?

Social media

Magazines

Television

Direct marketing

Something else, which ones?

7. According to previous questions, does SeAMK have strong marketing in channels you follow?

Yes

No

8. Do you feel that the marketing of international studies in SeAMK has reached you?

If your answer is yes, what attracted your attention?

If your answer is no, what kind of marketing could reach you?

9. Do you feel like you have felt Internationalisation at home during your SeAMK studies? (Internationalisation at home means international experiences in home country)

Yes

No

10. What kind of internationalisation you have noticed during your studies in SeAMK?

International atmosphere

International courses

Change to go abroad for student exchange or internship

International tutors/ Tutoring international students

I haven't felt internationalisation

11. Would you be interested to work abroad in future?

If your answer is yes, why you would like to work abroad?

If your answer is no, what could be obstacle of working abroad?

12. Which are the main reasons to go exchange?

Interest about new cultures

Experience

Relationship

Language skills

Change to study and live abroad

Once in a life time change

Stronger CV

Something else?

13. If you have experienced exchange, choose three reasons you felt improvement

Communication

Braveness

Understanding cultures

Working in group

Self confidence

Information seeking

Language skills

Professional skills

Flexibility

Independence

General knowledge

I havent conducted exchange studies

Something else, which ones?

Thanks for your responses!