Research of electronic marketing on Czech universities

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Abstract: - This paper deals with research website of Czech universities, which was oriented marketing colleges. Each college operates in an environment of service provision. The existence of state or public universities would seem to tempt the opinion that it is not. Aspect of the marketing mix reviews from the perspective of the customer (prospective student).

Key-Words: - communications, university marketing, electronic marketing, web pages, customer marketing, feedback.

1 Introduction

Each public even public University is but directly depends on number students and interest study. If these schools had students hardly would receive from the state to finance its operations and development. University with have more students getting more money, big university with fewer students receive less money. It may play a role other factors. Such as total number of students in terms of their numerical proportion to the other inhabitants of the state, preferences disciplines State, the situation in individual regions (number of schools, number of students, etc.). For this post, but a closer analysis of university funding is not important, even though we recognize that it is necessary to similar analyzes in practice and at various levels to deal with. Each university must perceive marketing as part of their business, just as it does any other company. Each potential customer in the university student, need accurate and detailed information about the service offered product, on which he is interested. Likewise, each manufacturer of a specific product needs to know whether it is a product of his interest, as it assesses the consumers (students) how to effectively and positively affect the life cycle of a product, how to get and keep customers, etc. In this paper, we focus on selected aspects of the basic rules, and electronic communication, which includes research that was performed in all high schools in the Czech Republic. Electronic communication every university is carried out in particular through its website. As part of his research, we focused websites of all universities, regardless of the founder. As we mentioned above, each high school comes to getting students to study their programs and disciplines. We were interested, a comparison between the state, public and private universities. Whether is their communication complete in terms of content, whether accessing prospective students as to the customers, who want to win. Whether standard and provides important information.

2 Website visitors - potential students

Prospective students differ from each other in a variety of topics that are obvious (e.g. gender, age, etc.), and also according to the indicators that can´t be reliably estimated glance (e.g. psychological characteristics, physiological properties, health, etc.), and some cases might be some indicators and obscure. Marketing electronic communication colleges for individual market segments are usually based on the same foundations. Very important is also perhaps focusing on individual customers, where is an advantage of every e-business, in our case, a high school website [1]. Part of the initiative is yet disposed customers - prospective students who are using a really good two-way communication to choose a suitable product, or if a particular field of study high school. Initiatives that space can be used for high school called marketing survey. College when it can free and with minimum cost to get feedback from website visitors. Just realize such an inquiry, on occasion, ask the visitors for his opinion. Another option provides such monitoring visits each sub, which brings even without the knowledge of the site visitor's expression of his opinion.

If a university interest may, in some cases, a pre-defined manner, based on communication with prospective students and If a university interest may, in some cases, a pre-defined manner, based on

communication with prospective students and generate final form of the product offered. E.g. the interest of finer specialization field of study can offer, in accordance with its accreditation, e.g. certain electives that will support the desired specialization. Mentioned, we have tried to suggest that a good website is not only "dead" means one-way communication in terms of transmission Shannon - Weaver's model [2]. We can also assume that in the university Web site will find information most especially intellectually mature individuals, although they have different interests from different social groups, etc. Therefore, it is advantageous to make their voices used every high school in his favor, at least for obtaining inspiration and feedback of their activities. Final form of the product offered. E.g. the interest of finer specialization field of study can offer, in accordance with its accreditation, e.g. certain electives that will support the desired specialization. Mentioned, we have tried to suggest that a good website is not only "dead" means one-way communication in terms of transmission Shannon - Weaver's model. We can also assume that in the university Web site will find information most especially intellectually mature individuals, although they have different interests from different social groups, etc [3]. Therefore, it is advantageous to make their voices used every high school in his favor, at least for obtaining inspiration and feedback of their activities.

3 The purpose of research of site in terms of marketing

Monitoring demographic development in the Czech Republic shows a decline in population, which is reflected decline in real learners. This increases the role of marketing communications activities in the universities. Each college requires its students, without them it would not exist. He must therefore somehow appropriately and lawfully obtain. The purpose of our research is to determine the status operated electronic forms of marketing through the website. We were interested in only their informational value characterized by data of interest to prospective students.

4 Electronic promotion of university

Promotion conducted electronically among the cheapest and easiest ways available for sale. It should be part of the mold, which is implemented by the university communications mix, e.g. advertising, publicity, corporate identity etc [4]. Each university

has its own website, which are part of its presentation to the public. The role of university Web sites can be characterized in two ways: - Voluntary disclosure - The University is interested in communicating with prospective students, or the general public. If this power to act only formally, prepares relatively wide possibilities of communicating information to their target market segment that allows it to exist. Private universities have already mostly understand their target segment and try to at least maintain, but rather to expand.- Mandatory information - the university must publish its website certain information, which is given different legal regulations, e.g. above described procedure in creating Annual Reports. In our research, we tried to focus on providing information that probably requires a target market segment common to all schools. This information related to the marketing mix in terms of potential student. Disclosure of this information is included in the promotional activities of each university. In connection with didactic technical resources will be devoted to the presentation of statutory and voluntary disclosure [5].

5 Electronic marketing research of universities by websies

The market research and their benefits for the university we mentioned earlier in the section on the target market segment - potential students. Here we refer to research-related Web sites of all universities in the Czech Republic, which we did. The university can use their web site for free with a minimum cost to get feedback from their visitors. Just realize an inquiry and ask visitors about their opinion. You can even free, possibly using external companies cheaply, monitor attendance of all parts of your site. We wondered, therefore, how many universities routinely uses this option, and how.

6 Research hypotheses

In the Czech Republic, is used to study economic data very carefully. Each university must keep a register of students in accordance with § 88 of Act No. 111/1998 Coll. Must transmit data in a database form the authority delegated to the Ministry of Education recording and processing of various statistical reports for the needs of the Ministry of Education and the State. Other monitored data is tied to the accounts, the Accounting Act and applicable regulations Ministry of Education

(MŠMT). Annual Reports of higher education consists of a perfect overview of the number of students and the total cost to them. It also contains summaries of school staff, structure and wages. They must be disclosed on the website of the universities. Marketing is a matter for each university. There are differences between national, public and private universities, which are clearly reflected in particular in marketing activities. Based on this research is built on hypotheses website from a marketing perspective. We were interested in communication especially in the Internet environment, which can transfer to use other means than a standard computer, e.g. some mobile devices [6]. But we also discussed about what other environmental services and websites offered by the University, such as telephone networks, etc. We evaluated the offer of the use of various forms of communication and means of software or hardware on the website of the college. Among the software tools we have lined up significant, widespread programs that are not a part of the college website. These include Facebook, Second Life, Skype, ICQ, etc. Among affects the inverter means we have lined up other resources than classical computers and normal laptops. An example is a telephone, fax, Skype connect with ordinary telephone etc.- Web pages - As we have previously stated, communication between the university and prospective students via the website can be divided into promotion and marketing research. With some exceptions, we have considered only the existence of a service, information, etc. To evaluate the quality of the whole research was much more difficult and especially time consuming. It would be superficial and we evaluated only the existence of something. Therefore, it is necessary to our research referred to in this publication evaluated as a pilot study that will lead to the specification of research and reduce its thematic range. When specifying the monitored information we replaced prospective students view of their opinions, we continually refine according to information found during research website. Thus, we reduce the possibility of your mistakes. If we missed some information initially, we returned to her at all times, just as we did on some websites found. Then we re-searched the same information or service again on all Web

sites. So we proceeded similarly to advance the search engines in the Internet environment [7]. The only difference is that we are interested in the frequency of the information and at the same statistical error that we made, characterized by the standard error of the estimate. In the next section, where she sought information and services, always state reasons determining the existence of information or services, the survey data, the standard error of estimate and describe the weight (reliability) of the detected result. - Promotion via website - Promotion in our research, we understand more or less only one-way communication, the University provides a target market segment - prospective students information that it considers relevant. More properly should be, he thinks that he considered it important to prospective students. This information, especially related to the marketing mix from a customer perspective, see above. To promote they use some services, information, activities, etc., which, while websites include, but are rather passive character, respectively. We used to view the target completion segment. An example might be a corporate identity, in this publication read in conjunction with the college [8]. The University has a tradition, culture, design, form of communication, a specific product focus given fields of study. All this in a certain way (often faint) translates into web pages. We went on the existence of such services, which somehow helps website visitors in orientation. An example might be the existence of search engines entered word in the file contents of the website, or language mutations. While not contain any information, but does not interfere with anything and yet clearly increase the utility value of the website. Therefore, we included in the indicators for evaluation of promotion.

7 Own Research

Research we conducted a long-term analysis of web sites of all universities in the Czech Republic. To ensure objectivity, we are certain exceptions judged that there was a service, information, etc. To evaluate the quality of the whole research was much more difficult and especially time consuming. It would be superficial, we evaluated only the existence of something [9]. Therefore, our research should be referred to in this paper as an example to

evaluate the pilot study, which will lead research to refine and reduce its thematic range. When specifying the monitored information we replaced prospective students view of their opinions, we continually refine according to information found during research website. Thus, we reduce the possibility of your mistakes. If we missed some information initially, we returned to her at all times, just as we did on some websites found [10], [11]. Then we re-searched the same information or service again on all Web sites. So we proceeded similarly to advance the search engines in the Internet environment. The only difference is that we are interested in the frequency of the information and at the same statistical error that we made, characterized by the standard error of the estimate. Selected actual results are presented in the following tables and graphs.

Table 1: Selected indicators of marketing

Criteria	Intention	Total		Standard Error
		Exists	Absent	
Counter of visitors	Main pages	5,5 %	94,5 %	2,7 %
	Subpages	1,4 %	98,6 %	1,4 %
Guest book	Guest book on web pages	16,4 %	83,6 %	4,3 %
Chat	Chat on web pages	2,7 %	97,3 %	1,9 %
Questionnaire Survey	On the websites	2,7 %	97,3 %	1,9 %
	Link to other Websites	2,7 %	97,3 %	1,9 %
Search	Search engine for the sites	82,2 %	17,8 %	4,5 %
Annual report	Exists on this website	82,2 %	17,8 %	4,5 %
Elektronic application form	Exist on this website	97,8 %	2,2 %	3,2 %
Offer of Accommoda-tion	Exist on this website	69,9 %	30,1 %	5,4 %
Offer of catering services	Exist on this website	50,7 %	49,3 %	5,9 %
Languages	Czech	97,3 %	2,7 %	1,9 %
	English	84,9 %	15,1 %	4,2 %
	Russian	21,9 %	78,1 %	4,8 %
	Other	15,1 %	84,9 %	4,2 %
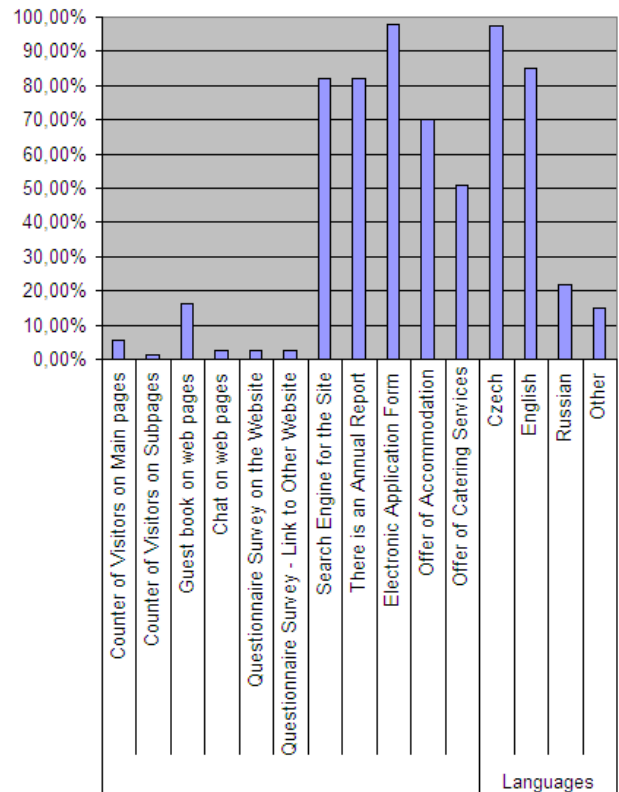
Fig. 1: Frequency of selected indicators of marketing

Criteria	Intention	Total		Standard Error
		Exists	Absent	
Cell phone	Telephone number	17,8 %	82,2 %	4,5 %
	Free SMS	0 %	100 %	0,0 %
Fiwed line	Telefphone number	95,9 %	4,1 %	2,3 %
	Free line	6,8 %	93,2 %	3,0 %
	Fax	56,2 %	43,8 %	5,8 %
Skype	Telephone number	87,7 %	12,3 %	3,8 %
	Free of charge	17,4 %	83,6 %	4,3 %
Social network	Facebook	61,6 %	38,4 %	5,7 %
	Others	20,5 %	79,5 %	4,7 %
E-mail	E-mail adress	95,9 %	4,1 %	2,3 %
	Necessary to control	84,9 %	15,1 %	4,2 %

Table 2: Selected indicators of communication
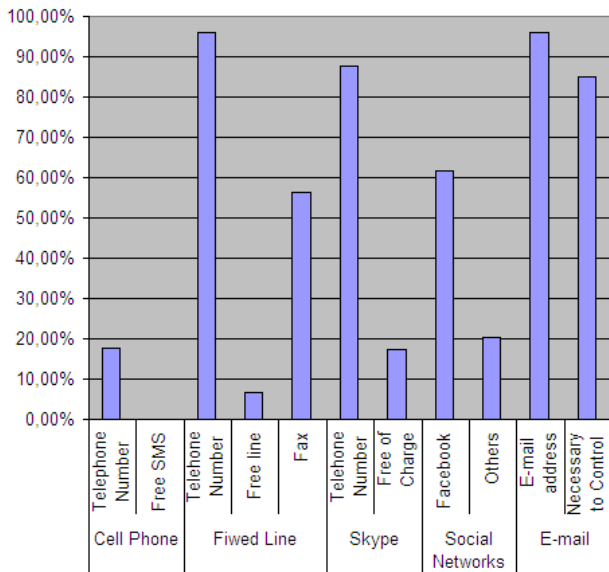
Fig. 2 Frequency of communication selected indicators

8 Conclusion

In our long-term research (two years), we proceeded from the web sites of all universities schools in the Czech Republic, which are presented as follows. From the obtained data, it can be concluded that high schools do not use even basic marketing possibilities in the electronic environment. And despite the fact that they are on certain marketing activities dependent and these tools are often the subject of their teaching and research. From the research we conducted with low error (Standard Error) found that universities do not fully cheap advertising options, see Table 1 Even high number (17.8%) of universities or fails to comply with applicable law by not its Annual Reports.

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