

Enlightened Marketing: An Adoptability Review for Marketing of Management Institutes of Maharashtra State of India

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Abstract. MBA institutes of Maharashtra state of India currently facing an increased number of participants in the market on the supply side, and increased level of requirements at the demand side. Therefore, an appropriate marketing strategy is required to pay attention to this fact. We need to apply conquest marketing to secure a sufficient level of interest and enrollment of students on one hand and retention marketing in order to create the satisfaction and loyalty of the already enrolled students on the other. The key role in formulating and designing the marketing strategy of an educational institution is assigned to the quality of the educational process, the quality as perceived by the students, and the level of satisfaction derived from the same. As a consequence this paper discusses the need of marketing of Management Institute of Maharashtra state of India & presents the analytical review of the enlightened marketing as a better option for marketing in education. Here the 7 principles of enlightened marketing are discussed and analyzed from author's point of view in parallel to societal marketing.

Keywords: Enlighten Marketing, DTE, Integrity, Authentic, Passion.

1. Introduction

One may have a superb educational institute equipped with state-of-the-art infrastructure, fantastic courses, and excellent panel of faculty members; but still fail to attract many students. For example DTE of Maharashtra state of India reports last year 2000 MBA seats remained vacant and 5000 seats remained vacant in 2010-11 all over the state. In this age of fierce competition it's indeed not easy to attract many students, convince them to feel that you are the best education provider. Indeed just good quality isn't enough; you need a push, an extra effort towards marketing initiatives. Some of the questions that might need answering include:

- Why do student applicants choose one establishment over another?
- How satisfied are students with what you offer? How is this changing over time?
- Could you be doing more to improve your students' education or welfare?
- Are you taking care of all of the needs of today's diverse and international student populations?
- How content is your staffs?
- How can the turnover of quality staff be reduced?
- Could staff communication and support be improved?
- Which qualifications are needed in the future and how can you offer these?
- What external factors are shaping the sector and will become matters of concern for the future?
- Where are the business opportunities outside the University?

Adopting the most appropriate & innovative marketing strategy holds the answer to all the questions raised above. The authors are herewith proposing the Enlightened Marketing, as per the report presented by Juliet Austin (M.A.), a marketing coach and copywriter for the marketing of Management Education in Maharashtra State of India, to overcome the present drawbacks of traditional marketing.

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The Enlightened Marketing concept holds that the organization's task is to determine the needs, wants, and interests of a target market and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well-being. Therefore, marketers must Endeavour to satisfy the needs and wants of their target markets in ways that preserve and enhance the well-being of consumers and society as a whole. The concept has an emphasis on social responsibility and suggests that for an organization to only focus on exchange relationship with customers might not be suitable in order to sustain long term success. Rather, marketing strategy should deliver value to customers in a way that maintains or improves both the consumer's and the society's well-being.[6, 7, 9, 11]

Various attempts to define the objectives of Enlightened Marketing have been noted, such as:

- "Social responsibility implies that a business decision maker is obliged to take actions that also protect and enhance society's interests.
- "Business has the responsibility to help the consumer. It is the duty of business to promote proper consumption values.
- "Business leaders are mandated to adopt roles of leadership in the advancement of our society to new levels of moral conduct. [2, 5, 8, 13 &14]

2. Literature Review & History of Enlightened and Societal Marketing

The concept of Enlightened Marketing more or less is similar to the concept of societal marketing except the farmer aspires for social benefits & latter ensure social benefits at its own. Otherwise this two works on ethical marketing, safe guarding the social interest & could be used interchangeably as per the author's personal opinion. The later marketing terminology was emerged in 1972, promoting a more socially responsible, moral and ethical model of marketing, countering the consumerism way of thinking that had been promoted by then. It was introduced in an article by Philip Kotler, "What consumerism means for marketers" in the Harvard Business Review Journal. The social and societal/enlightened concerns had existed by then, but it was not that they became incorporated explicitly in the marketing literature. [3, 4, 14]

Kotler introduced in that period both the concept of Social marketing (extending marketing technologies into non-business areas) and societal/enlightened marketing, arguing that the marketing concept and its technologies must be tempered and ultimately revised by adopting a more explicit social orientation. Kotler's novelty to the marketing concept was the idea of "long-run consumer welfare", emphasizing that the short-term desires might not support the consumer's long term interests or be good for the society as a whole. [3, 4, 5 &10]

3. Categories of Product in Connection with Societal/ Enlightened Marketing

Kotler identified four categories of products, classified in terms of long term benefits and immediate satisfaction:

- Deficient products- which bring neither long-run nor short term benefits
- Pleasing products- which bring a high level of immediate satisfaction, but can cause harm to the society in the long run
- Salutory products- which bring low short term satisfaction, but benefit the society on the long run
- Desirable products- which combine long-run benefit and immediate satisfaction

Kotler's concept of societal/enlightened marketing suggested that for the well-being of society, the deficient products should be eliminated from the market, pleasing and salutory products should go through a product modification process to reach the fourth category, by incorporating missing short term benefits into salutory products and long term benefits into pleasing products, and the companies' ultimate goal should be to develop desirable products. This way, rather than focusing on selling a products, which can be good or bad for the consumers, the main focus is on consumer and society well-being. Hence ideally suited for marketing of education & hence recommended for Marketing of MBA institutes of Maharashtra state of India[3,4,8 &12].

4. The Adoptability Review of the Seven Core Principles of Enlightened Marketing for Marketing Management Institutes of Maharashtra State from India

4.1. Enlightened Marketing has Integrity

In order to attract clients successfully, you need to do it with the highest integrity. Clients will be more likely to hire you if they perceive that you are sincere and can be trusted. Marketing with integrity means that you are honest about the strengths and limitations of your services in all aspects of your marketing. [1]

Authors' point of view implies that the interested MBA institutes of Maharashtra in Enlightened Marketing must be strong enough (having adequate infrastructure, well stock library, well equipped laboratory, qualified, approved & experienced staff, strong association with industry & strong placement cell etc.) & if they work on their limitations if any (as mentioned in strength) & if they maintain transparency like displaying all the details of their infrastructure, staff, placement then there should not be any problems in marketing of their institute for getting the 100% intake filled in stipulated time. After all honesty is the best policy.

4.2. Enlightened Marketing is Authentic

In order to market with authenticity you need to put your authentic self out there for people to see and experience. Acting authentically illuminates your uniqueness and naturally attracts the clients who feel they can benefit from your individuality and what you distinctly have to offer. [1]

Authors' point of view implies that the MBA institutes of Maharashtra interested in Enlightened Marketing must hold the authentic records of their all possessions viz. infrastructure, all the laboratories & associated equipments there in, pin details of approved & qualified staff with supporting attested documentation dully filled individually for each staff member, all relevant approvals (like approval from AICTE, GOVT of Maharashtra, University, Director Technical Education/Join Director Technical Education, Pravesh Niyantaran Sameeti, Shikshan Shulk Sameeti etc) and last but not list the Campus Interview details (including the relevant documentation & placement orders of each students with videos or photographs of all the concern activities etc). It has been observed that the aspirants (students seeking admission to your MBA course) shows their most concern to the placement activity. So all the statistics shown in Information Brochure/website/advertisements need to match the documented statistics with relevant proofs of the same in order maintain the authenticity & individuality to grab the attention of the aspirants. Remember they are paying you in terms of fees & investing very important two years of their life with you. Your service matters the most.

4.3. Enlightened Marketing is Passionate

When you are passionate about marketing and the services that you offer, you will be more motivated to take the steps necessary to build your business effectively. In addition, the enthusiasm that you exude will be part of what draws clients to you and builds your reputation. [1]

Authors' point of view implies that the MBA institutes of Maharashtra interested in Enlightened Marketing must hold the key of never die attitude with the self motivating & enthusiastic passion about their marketing & adopted strategy therein. If bounded to offer the desired services in the interest of betterment of the incoming students (clients) & if they are kept satisfied with offerings of the services as it was claimed during admission process then by virtue of the mouth canvassing by the clients you will draw the more number of clients. This will make your business very effective. This will build your institutes reputation excellently at par with your competitors. Being passionate is being self motivated.

4.4. Enlightened Marketing has Vision

Your marketing efforts will be more successful if you have a clear vision for your practice and know how you intend to achieve this vision. Furthermore, the more creative you are with your vision, the more profound and limitless it will be. You need to hold your vision throughout all your marketing activities, while allowing it to evolve and grow. [1]

Authors' point of view implies that the MBA institutes of Maharashtra interested in Enlightened Marketing must not only be the visionary but also be the good creator with their vision. Joy of creativity in association with the vision intends you to achieve goals successfully. Swami Vivekananda said that even a blind person can have vision, further we state that the converse is not always true. Your clear vision with hardcore practice let you achieve the set goals & make you happy at the end of the day.

4.5. Enlightened Marketing is Conscious

To be conscious from the perspective of enlightened marketing it means that you are aware of how marketing functions as both an art and a science. You make a conscious effort to learn and experiment with marketing strategies, discovering what works and what doesn't, and modifying your plans accordingly. [1]

Authors' point of view implies that the MBA institutes of Maharashtra interested in Enlightened Marketing must be aware of that their marketing strategies/functions and must know they are the art of their own architect & science of their own fiction. They must be conscious about each of their marketing activity, experiment & effort. They must be innovative in working out the dos & don'ts of their marketing function to modify their plan accordingly. One should work for his/her conscious than working to please anybody else.

4.6. Enlightened Marketing Shows Commitment and Dedication

In order to achieve the results you desired, you must be committed and dedicated to developing your business and making it a priority in your life. To this end, marketing must be taken just as seriously as the service you provide to your clients. [1]

Authors' point of view implies that the MBA institutes of Maharashtra interested in Enlightened Marketing must be committed & dedicated in their duties. Service to the client without the essence of commitment & dedication is a sheer flaw. This helps you to develop your institute & to grow it at par with your competitors. After all education is the service industry & you cannot survive if you won't serve with commitment & dedication to get the reward of desired benefits from these services since services without reward is a punishment.

4.7. Enlightened Marketing Is Unattached to Outcomes

While it is important to remain committed to your marketing it's equally important that you remain unattached to the outcome of your marketing efforts. Regardless of how much marketing knowledge you have, things do not always go as planned. Patience and persistence are essential. [1]

Authors' point of view implies that the MBA institutes of Maharashtra interested in Enlightened Marketing must note that every effort is not a guaranteed success. So being detached from outcomes of your marketing's is helpful in either ways i.e. if you get carried with the end failures it will hamper your future work. As a result of this you may be depressed & find yourself exhausted. If it succeeded then some time it may act to your confidence to make you over confidence. Even though you are knowledgeable & skilful in marketing still every plan won't work in your favor, so keep detached from the outcomes to avoid these stress.

Making the above 7 core principles foundational to your marketing will enable you to enjoy marketing more, and help ensure you attract the type of clients you most enjoy working with. In the end, you will be able to build a thriving and highly rewarding private practice.

5. Conclusion

Embracing an enlightened approach to marketing of MBA Institutes of Maharashtra state of India, aims to help to overcome skepticism and correct misconceptions so that these institutes can more easily build a healthy practice while also being ethical. When practiced enlightened marketing it will be discovered that marketing can be a source of inspiration and creativity, a way of expressing our self and our passion. Ultimately, practicing the core principles of enlightened marketing will help the MBA Institutes of Maharashtra state of India to move from their state of struggling to attract clients, to the stage of attracting more clients with less effort and more joy. This certainly will help the MBA Institutes of Maharashtra for its all round growth & over all improvement with sustainability & viability.

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