

Market resources as a way of attracting students at the Universidad Tecnológica Fidel Velázquez

Recursos mercadológicos como forma de atracción de alumnos en la Universidad Tecnológica Fidel Velázquez

HERNÁNDEZ-MARTÍNEZ, Oscar †*, VARGAS-SOLANO, Zaira and GRANADOS-OLVERA, Jorge Alberto

Universidad Tecnológica Fidel Velázquez. Av. Emiliano Zapata s/n, Col. El Tráfico, C.P. 54400, Nicolás Romero, Estado de México

ID 1st Author: *Oscar, Hernández Martínez* / **ORC ID:** 0000-0003-3306-2753, **Researcher ID Thomson:** S-5737-2018, **CVU CONACYT ID:** 946987

ID 1st Coauthor: *Zaira, Vargas Solano* / **ORC ID:** 0000-0001-7404-8769, **Researcher ID Thomson:** S-5739-2018, **CVU CONACYT ID:** 313021

ID 2nd Coauthor: *Jorge Alberto, Granados Olvera* / **ORC ID:** 0000-0003-0546-5328, **Researcher ID Thomson:** S-5756-2018, **CVU CONACYT ID:** 946998

Received January 21, 2018; Accepted May 24, 2018

Abstract

Political, social and technological changes Have Transformed the Way in Which students are incorporated into public university education, combined social pressure are factors With That influence students to choose a career, Themselves Who should ask: what career to choose? What is the labor market Have you? What are the economic costs of pursuing it? In Which university will I study my career? Do I know the university and the study plans They offer? Do I enroll in college and career Because I want to, Because They recommended it to me or Because it is the option I have? The present investigation shows the perception That the students of the Technological University Fidel Velazquez Have on the way in Which Their educational programs offer them making use of the marketing resources so That They study a career.

Mercadotecnia, Promoción, Universidad Tecnológica Fidel Velázquez, Educación Universitaria

Resumen

Los cambios políticos, sociales y tecnológicos han transformado la forma en la que los estudiantes se incorporan a la educación superior en el sector público, aunado a la presión social son considerados factores que inciden en los estudiantes al elegir una carrera, los cuales deberían preguntarse ¿qué carrera elegir?, ¿cuál es el mercado laboral que tiene?, ¿cuáles son los costos económicos de cursarla? ¿en qué universidad cursaré mi carrera? ¿conozco la universidad y los planes de estudio que ofrecen? ¿me inscribo en la universidad y carrera porque quiero, porque me la recomendaron o porque es la opción que tengo? La presente investigación muestra la percepción que tienen los estudiantes de la Universidad Tecnológica Fidel Velázquez sobre la forma en como ésta ofrece sus programas educativos haciendo uso de los recursos de mercadotecnia para que cursen una carrera.

Marketing, Promotion, Fidel Velazquez Technological University, University Education

Citation: HERNÁNDEZ-MARTÍNEZ, Oscar, VARGAS-SOLANO, Zaira and GRANADOS-OLVERA, Jorge Albert. Market resources as a way of attracting students at the Universidad Tecnológica Fidel Velázquez. *Journal Schools of economic Thought and Methology*. 2018 2-2: 1-6

* Correspondence to Author (email: prensatd@unam.mx)

† Researcher contributing as first author.

Introduction

Political, social and economic changes in recent years have allowed an increase in supply racing public universities, which does not necessarily affect a wider range of areas, due to the decrease in the government budget.

The emergence of university education institutions that offer new educational opportunities to young people in the State of Mexico generates these mercadológicos or make use of promotional resources to achieve attract new students.

Such is the case of the Universidad Tecnológica Fidel Velázquez an institution located in the Municipality of Nicolas Romero, Estado de Mexico, with 23 years of providing education at university level and Engineering Technician. It was inaugurated on January 9, 1995, on the property called Ex Hacienda de Encarnación, with an area of 50 hectares.

On the other hand, it has also presented an increase in supply racing by private universities, those who use commercial strategies to achieve greater student recruitment that allow them to increase their profits.

This work shows the perception of the students of the Technological University of Fidel Velázquez how and offers its educational programs using marketing resources for a career that course.

Career choice by students is a decision that will affect the future life of involved, so it is important to know the factors that led students to enroll at the Technological University Fidel Velazquez, ie, what is the perception with students about her university education ?, What factors led students to pursue a college career ?, what extent the mercadológicos resources were a key factor in making the decision?

Understanding the impact of mercadológicos resources in the decision of students to pursue a career can allow Universidad Tecnológica Fidel Velázquez select students committed themselves and the profession to which they want to devote their entire lives, reduce dropout rates by poor career counseling or poor career choice and avoid low education or even use resources without achieving a positive result.

The main tasks of area marketing company focused on creating value for their products and sell in different markets to which the company is going through various tools like mercadológicas promotion.

Kotler (2008) defines promotion as *"The fourth tool of marketing mix includes different activities developed by companies to communicate the merits of their products and persuade your target audience to buy."*

Among the tools with which account the promotion are advertising, public relations, direct marketing, sales and sales promotion, elements that seek to communicate to customers the value of products or services.

Methodology

This research focused on exploratory studies, defined by Hernández (2015) as "study to be made when the objective is to examine a topic or research problem little studied or that has not been addressed before."

The use of quantitative techniques allow data collection to support research and respond to the problem; as to know the perception students have about how as Universidad Tecnológica Fidel Velázquez draws to join them, the survey technique was used, the aim was to obtain opinions and attitudes of respondents, in addition to generalize the results.

In order to make this research a quasi-experimental research allowed to establish the relationship between the student's perception when choosing an educational institution and a career, marketing, the type of consumer that educational institutions are directed applied and consumers' perception of this service.

As suggested by Bono (1996) quasi-experimental designs are considered schemes of non-randomized research main working tools within the scope applied, becoming an alternative to experiments randomization in those social situations where there is a lack of full control experimental

For the sample of this research students from the Universidad Tecnológica Fidel Velázquez University Technician in Business Development Area Marketing, Technical Colleges Nanotechnology and Technical Colleges in Environmental Technology were selected, with a type of random sampling simply because all subjects had the same probability of being selected.

Students of this school have similar characteristics such as socioeconomic status middle class, traditional families, where in most cases the mother is a housewife, a student is generally the first members of the family pursue a college career, some of them have to work to support the family expenses and pay for their studies, are also students who were not admitted to public institutions with greater tradition.

The survey was conducted in October 2017 at 180 students (60 per race) between 18 and 26 years of age, Technical Colleges Area Business Development Marketing, Technical Colleges and University Nanotechnology Technician in Environmental Technology 1st to 5th semester, the morning shift. The implementation of the survey was directly.

Results

The data found allowed us to understand the perception and modus operandi of the students regarding the way in which Fidel Velazquez Technological University offers educational services, namely, knowing the consumer behavior of such services. For Shiffman (2010) consumer behavior is defined as "*the behavior that consumers display the search, purchase, use, evaluate and dispose of products and services that they expect to meet their needs.*"

"That includes what they buy, why they buy, when, where, how often they buy, how often they use it, how to evaluate it after purchase, the effect of these assessments on future purchases, and how it discarded". (Shiffman, 2010)

Also, the results obtained through an exploratory analysis, established patterns of participants, a situation that allowed for descriptive graphics to make the findings more understandable.

The data generated can be noted:

- When asked what type of higher education public is better or private the TSU area Science (Nanotechnology and Environmental Technology) consider it best public university education, however the business area believes it is better private.
- Regarding the decision to enroll at the Technological University Fidel Velazquez between 50% and 80% of students not considered as an option for college.
- Most respondents were enrolled in the Universidad Tecnológica Fidel Velázquez by the closeness, even though one-third did not know.

- On questioning to determine which influenced the mercadológicas tools to be enrolled at the Universidad Tecnológica Fidel Velázquez, 45% of students in Business Development Area Marketing states that did influence marketing, 70% of students Nanotechnology indicated They influenced yes and 80% of students Environmental Technology marketing mentioned that influenced his decision.
- Over 73% of respondents indicated that Fidel Velazquez Technological University has prestige, although it is not determined is meant by the concept.
- Having completed several semesters in their careers, more than 73% of students indicate that Fidel Velazquez Technological University has academic quality. 55% of students surveyed business area indicate that the time influenced the decision to enroll in the University of Technology Fidel Velazquez, while in the sciences 80% of students indicated that the schedule also influenced them.
- Grants, curricula and advertising are the factors that impacted students to be part of the Universidad Tecnológica Fidel Velázquez. HERNÁNDEZ-MARTÍNEZ, Oscar, VARGAS-SOLANO, Zaira and GRANADOS-OLVERA, Jorge Albert. Market resources as a way of attracting students at the Universidad Tecnológica Fidel Velázquez. Journal Schools of economic Thought and Methology. 2018

Conclusions

This research showed that students of Technical Colleges Business Development Marketing area have a different perception of the Universidad Tecnológica Fidel Velázquez, students of Technical Colleges or Technology Environmental Nanotechnology.

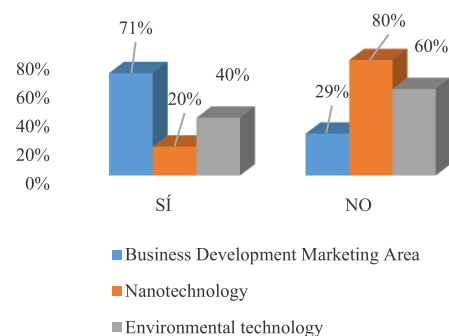
Although educational services are offered equally to students interested in pursuing a career in the Universidad Tecnológica Fidel Velázquez, perception and how it affects marketing is different depending on the discipline in which the student enrolls .

Not having students who chose the institution as first choice, can generate apathy or poor academic performance, students develop little commitment to their studies, but "desire" to finish his college career.

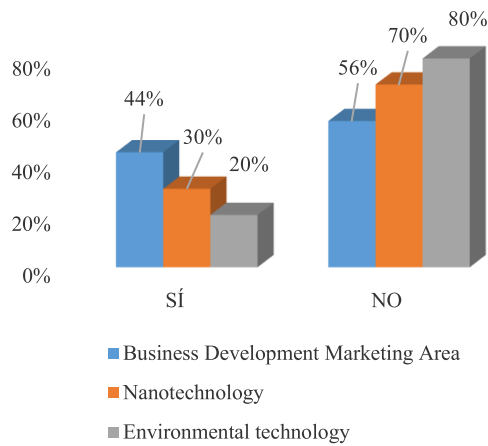
If educational institutions treat their students as customers, we can say that the focus of educational services is consumer, where students are consumers who make decisions under their needs or desires and thus make use of their resources.

Marketing plays an important role in attracting students (consumers) to universities and although the first goal was not the use of marketing by the universities, it was noted that very few studies with a marketing approach that talk about role the way in which educational institutions fail to attract students to their classrooms.

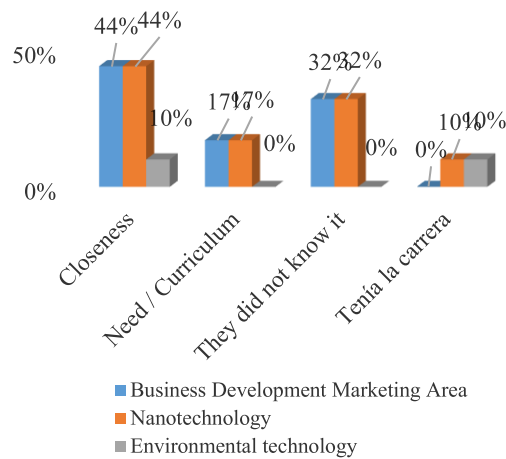
Annexes



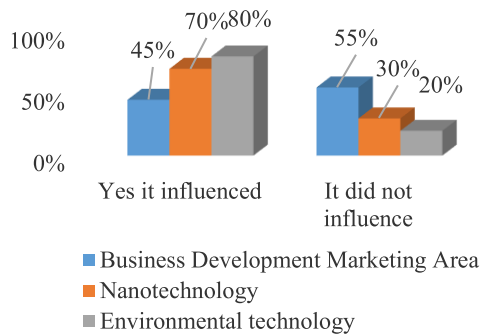
Graphic 1 Do you consider that Private University Higher Education in Mexico is better than Public University Higher Education?



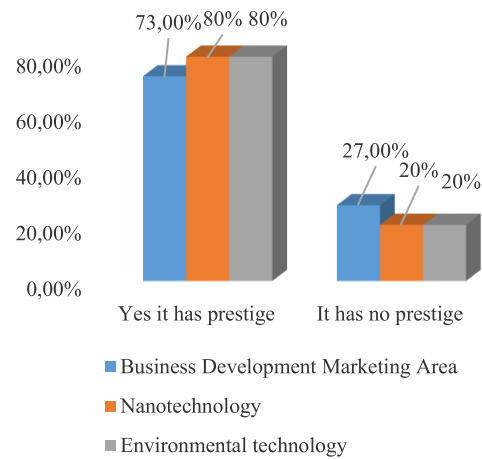
Graphic 2 Did you consider the Fidel University Technological Velázquez as your first option to register?



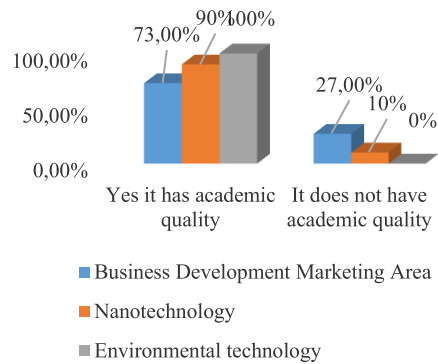
Graphic 3 Factors that students considered forenroll in the Fidel Velázquez Technological University



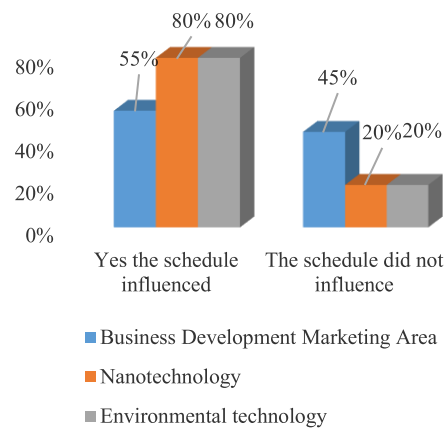
Graphic 4 Students in which the marketing included to enroll at the Fidel Velázquez Technological University



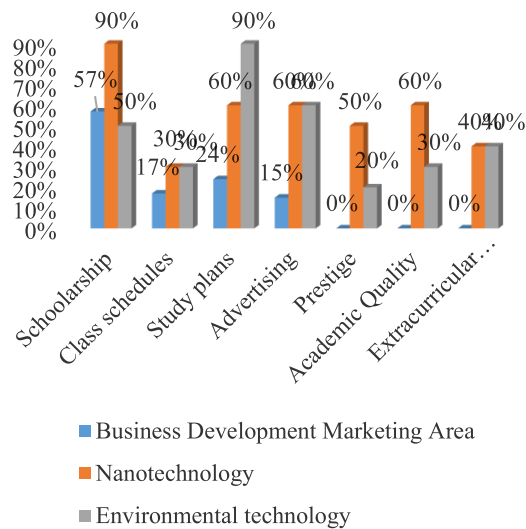
Graphic 5 Students who consider that the Fidel Velázquez Technological University has prestige



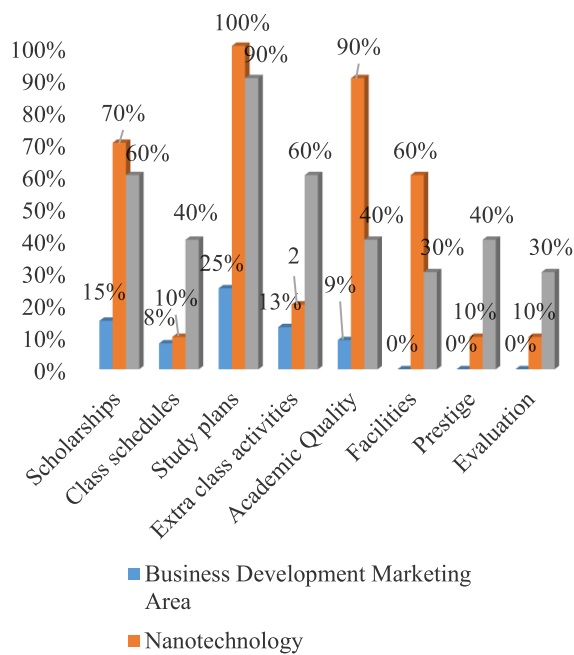
Graphic 6 Percentage of students in which the schedule influenced to enroll in the Universidad Tecnológica



Graphic 7 Percentage of students in which the schedule influenced to enroll in the Univ ersidad Tecnológica Fidel Velázquez



Graphic 8 Factors for which the students signed up at the Fidel Velázquez Technological University



Graphic 9 Resources that the report area uses to convince students to enroll in the Fidel Velázquez Technological University

References

García, Jorge Luis Alcaraz and Moreno, Carmina Sara Morales (2012) Factors considered in selecting a university: Ciudad Juarez case. Recovered: http://www.scielo.org.mx/scielo.php?script=sci_arttext&pid=S1405-66662012000100012

Hernandez Sampieri, Roberto (2015), Research Methodology, Mexico, McGraw Hill.

Kotler, Philip and Gary Armstrong (2008), Fundamentals of Marketing, Mexico, Pearson-Education.

Kotler, Philip and Gary Armstrong (2010), Marketing. Version for Latin America, Mexico, Pearson-Education.

Lovelock, Christopher and WIRTZ, Jochen (2009) Marketing Services. Personnel, technology and strategy, Mexico, Pearson-Prentice Hall.

Shiffman, Leon G. Lazar, Kanuk Leslie (2010), Consumer Behavior, Mexico, Pearson-Educati