

# 学大教育集团的营销策略研究

## 摘 要

当今社会，国力的竞争就是人才的竞争，培养人才显得尤为重要。国家重视程度提高，故家庭亦愈加重视。所以市场上课程辅导机构越来越多。学大教育作为国内个性化的课程教育辅导机构，课程辅导中心遍布全国各大城市，但其营销策略等方面也存在不足，例如市场发展方向与营销策略不相符、市场营销策略单一等问题。如何在激烈的竞争市场中占有一席之地是国内所有课程辅导机构所面临的严峻问题。

从相关营销理论入手，分析课程辅导教育市场的现状，例如市场发展方向、消费者需求等，深入研究学大教育营销策略存在的问题。为了明确学大教育集团自身的优劣势以及环境中的机遇和威胁，论文利用了 SWOT 分析工具。在大量文献资料以及公司实际情况的基础上，设计调查问卷，另外结合 4P、7Ps 理论，针对企业存在的弊端完善营销策略，提升企业形象。利于公司在激烈托市场中占据先导优势。

**关键词：**学大教育集团；市场营销策略；服务营销

## ABSTRACT

In today's society, the competition of national strength is the competition of talents. As the state pays more attention, so does the family. So there are more and more tutoring agencies in the market. Xueda education, as a personalized curriculum education counseling institution in China, has curriculum counseling centers all over the country's major cities, but its marketing strategy and other aspects also have shortcomings, such as the market development direction and marketing strategy is not consistent with the marketing strategy, marketing strategy is single and other problems. How to occupy a place in the fierce competitive market is a serious problem faced by all the domestic course guidance agencies.

Through the knowledge of marketing theory, I have a deep understanding of the current situation of extracurricular counseling market, such as market development direction, consumer demand, etc., and deeply analyze the shortcomings of xueda education group itself. In order to identify the strengths and weaknesses of the education group and the opportunities and threats in the environment, the paper USES SWOT analysis tool. On the basis of a large number of literature and the actual situation of the company, the questionnaire was designed. In addition, the 4P and 7Ps theories were combined to improve the marketing strategy and improve the corporate image in view of the existing disadvantages of the company. Conducive to the company in the fierce market to occupy the leading advantage.

**Key words:** NYSE:XUE education group; marketing strategy; service marketing

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