

摘 要

教育是一种有目的、有组织、有计划、系统地传授知识和技术规范等的社会活动。随着国民经济的不断发展，消费者对教育的需求不断的提高，促使了诸多营利性教育机构的产生。教育培训市场利润丰厚，而进入的技术壁垒和资金壁垒却比较低，已被公认为是“朝阳产业”，随着中国教育培训市场规模的急骤增长，新东方教育集团的上市及环球雅思得到数亿元的风险投资对市场的刺激，资本开始进入对教育培训市场的角逐，教育培训行业的市场竞争亦将更加激烈；而在教育培训行业的营销策略中，虽不同于其它行业的营销策略，但在本质上还是相似的。本文以市场营销学等知识作为基础理论知识，本文以佳鑫诺教育集团为研究对象，主要研究了佳鑫诺教育集团的营销策略，用 SWOT 理论和 4P 营销理论方面分析了佳鑫诺教育集团的营销策略，在营销策略方面存在的问题，从多个维度出发，进而提出有针对性的优化意见，以及改变当前教育行业在营销策略上的不足，得出了在营销策略上要采取加大折扣力度、采用自媒体渠道、提高师资力量等优化建议，从而完善佳鑫诺教育集团的营销策略，促进教育行业发展。

关键词：教育培训；营销策略；营利性教育机构

ABSTRACT

Education is a purposeful, organized, planned, and systematic social activity that imparts knowledge and technical norms. With the continuous development of the national economy and the increasing demand for education from consumers, many for-profit educational institutions have emerged. The education and training market has abundant profits, but the technical and financial barriers to entry are relatively low, which has been recognized as a "sunrise industry". With the rapid growth of the scale of China's education and training market, the listing of New Oriental Education Group and the global IELTS have received hundreds of millions of yuan of venture capital to stimulate the market. Capital has begun to enter the competition for the education and training market, and the market competition in the education and training industry will also become more intense; In the marketing strategies of the education and training industry, although different from those of other industries, they are still similar in essence. This paper takes marketing and other knowledge as the basic theoretical knowledge. This paper takes Jiaxinnuo Education Group as the research object, mainly studies the marketing strategy of Jiaxinnuo Education Group, analyzes the marketing strategy of Jiaxinnuo Education Group with SWOT theory and 4P marketing theory, and puts forward targeted optimization suggestions from multiple dimensions, And to address the deficiencies in marketing strategies in the current education industry, optimization suggestions have been proposed, such as increasing discounts, adopting self media channels, and improving teaching staff, in order to improve the marketing strategy of Jiaxinnuo Education Group and promote the development of the education industry.

Key words: Educational Training; Marketing Strategy; For-profit Educational Institutions.

Table of Contents

Chapter One Introduction	1
Chapter Two SWOT Analysis of Jiaxinnuo Education Group	3
2.1 Strengths Analysis.....	3
2.2 Weaknesses Analysis.....	5
2.3 Opportunities Analysis	5
2.4 Threats Analysis	7
Chapter Three 4P Marketing Theory analysis of Jiaxinnuo Education Group.....	9
3.1 Product Strategy.....	9
3.1.1 Product Design Differentiation.....	9
3.1.2 Product Service.....	10
3.2 Price Strategy.....	11
3.2.1 Customer Demand Pricing Method.....	11
3.2.2 Competition-orientated Pricing.....	12
3.3 Place Strategy.....	12
3.3.1 Traditional Marketing Channels	12
3.3.2 Network Marketing Channels.....	13
3.4 Promotion Strategy	13
3.4.1 Advertisement.....	13
3.4.2 Personal Selling	14
Chapter Four Problems Existed in the Marketing Strategy of Jiaxinnuo Education Group.....	15
4.1 Unreasonable Pricing.....	15
4.2 Single Means of Publicity.....	16
4.3 Less Qualified Teachers.....	16
Chapter Five Suggestions on Optimizing the Marketing Strategy of Jiaxinnuo Education Group.....	17
5.1 More Discounts.....	17
5.2 We Media Channels.....	17
5.3 The Optimization of Faculty.....	18
Chapter Six Conclusion.....	20
Bibliography.....	22
Acknowledgements.....	23

Chapter One Introduction

In 1997, on the land of Yanzhao, Jiaxinnuo Education was built. In 2001, in order to improve the academic qualifications of junior college students in Hebei Province, adapt to the ever-changing employment environment and relieve the employment pressure of fresh graduates, Hebei General Special Tuition Examination (changed to special tuition in 2022) came into being, and Jiaxinnuo also started its relationship with the special tuition examination. In 2022, Jiaxinnuo has gone through 26 years. Up to now, its business covers more than 20 educational service projects, such as upgrading of basic school, single enrollment, entrance examination of Yi learning, primary and secondary schools, study abroad, etc., and it has developed into a training institution with more than 700 full-time staff. The pace of progress never stops. At the 2022 Jiaxinnuo Mid-year conference, Mr. Huang, executive Principal of Adult Education Division, said: "Teaching is the enduring nuclear power of our career. Under the circumstances of the impact of the epidemic and the changing external market environment, we should stick to our original intention, deepen our teaching, upgrade our products and services, explore diversified new teaching models, and provide students with more diversified and high-quality course products and services, so as to continuously meet the learning needs of the post-00s students."

The 21st century is the era of knowledge economy, knowledge economy based on the production, dissemination and application of knowledge and information will take the leading position in the world economic development. The comprehensive national strength and international competitiveness of a country increasingly depend on the development of education, scientific and technological progress and knowledge innovation. Education will play an increasingly prominent role in the process of economic and social development. However, education in the 21st century faces a series of challenges, which mainly come from the rapid development of science and technology, the educational requirements caused by population growth, international competition and various social problems. The traditional education can not adapt to the social development more and more, the fundamental way out of education is changing, and one of the important ways of education reform is educational information.

The purpose of this paper is to take Jiaxinnuo Education Group as the research object. Based on the analysis of Jiaxinnuo Education Group, the marketing strategy of Jiaxinnuo Education Group is investigated and analyzed from the aspects of SWOT theory and 4P

marketing theory, and the existing problems in marketing strategy are put forward from multiple dimensions and targeted optimization suggestions. In order to change the current education industry in the lack of marketing strategy, so as to improve the marketing strategy of Jiaxinuo Education Group, promote the development of education industry.

Chapter Two SWOT Analysis of Jiaxinnuo Education Group

The so-called SWOT analysis is based on the situation analysis of internal and external competitive environment and competitive conditions. It enumerates the main internal strengths, weaknesses and external opportunities and threats closely related to the research object through investigation, arranges them according to the matrix form, and then uses the idea of systematic analysis to match the various factors for analysis. A series of corresponding conclusions can be drawn from them, and the conclusions usually have a certain degree of decision-making.

Using this method, the situation of the research object can be studied comprehensively, systematically and accurately, and the corresponding development strategies, plans and countermeasures can be formulated according to the research results.

S is strength, W is weakness, O is opportunity, and T is threats. According to the complete concept of enterprise competitive strategy, strategy should be an organic combination of what an enterprise "can do" (i.e. the strengths and weaknesses of the organization) and "can do" (i.e. the opportunities and threats of the environment).

2.1 Strengths Analysis

Strengths refers to the internal factors that an enterprise has to surpass its competitors, and it is the internal factors of the organization, including: favorable competitive situation; Adequate financial resources; Good corporate image; Technical force; Economies of scale; Product quality; Market share; Cost advantage; Advertising campaigns, etc.

2.1.1 Long Listorical Standing

Shijiazhuang Jiaxinnuo School is a training school established earlier in Shijiazhuang city, which has a history of more than ten years. The university is located in the campus of Hebei Normal University, adhering to the fine tradition of a century-old Normal university. With the help of excellent educational resources, the university has created a number of brand courses and enjoys a high social reputation. Our school has 56 full-time teaching staff and more than 100 part-time teaching staff.

2.1.2 A Huge Scale of Development

Policy and market trend: With the increasing pressure of employment in recent years, especially the influence of the epidemic in the past 20 years and national policies, the problems of education and employment make junior college students tend to upgrade and re-create, and the enrollment ratio is also higher and higher;

Development trend of the project:

“The gradual increase of social employment pressure means that the competition for people's survival and development is becoming more and more intense. All parents have the expected demand of higher education and higher income for their children's education investment. When people's humanistic quality and moral quality cannot be evaluated quantitatively, realistic paper test scores become the main quality index that parents are optimistic about. Schools compete around students' test scores, which forces schools to put the instrumental nature of education in the first place. At the same time, due to the relative shortage of national educational resources, schools attach importance to the instrumental value of education, which inevitably leads to the weakening of the humanistic value of education” Error!

Reference source not found.¹⁹⁷

Upgrading to basic school is the first major project in specialized education and training, and the proportion of students who are promoted to basic school is also very high, which drives the development of postgraduate entrance examination and other projects, and truly realizes the linkage effect of projects;The areas of training include universities, secondary schools, primary schools and social adults. Training programs for training universities include postgraduate entrance examination, special education, civil servant, national vocational qualification certification, teacher qualification certificate, etc. Our business scope covers the whole Hebei Province, and we have independent branches in Baoding, Tangshan, Langfang, Chengde, Cangzhou, Yanjiao, Qinhuangdao, Xingtai, Hengshui, Zhangjiakou and other places. More than 20,000 people attend our training every year. After more than 10 years of struggle, in line with all for the purpose of students, Jiaxinuo in the continuous development of the same time, also established a good reputation and credibility in the peer.

As an educational institution developed locally in Hebei Province, over the past 25 years, Jiaxinuo has always carried out the talent training policy of Hebei Province, taking improving students' learning ability and achieving the goal of academic qualification improvement as its own responsibility. We always set out to maximize the learning needs of students and take learning effect as the guidance, so as to continuously strengthen and develop the core competitiveness of Jiaxinuo brand. The secret of the success of Jiaxinuo is actually very simple, is to do education seriously, do the most core teaching link, and always stick to it. We

believe that student achievement is the best publicity, and a batch of students entering

undergraduate universities through our company is the best interpretation of "rising to our university".

2.2 Weaknesses Analysis

2.2.1 Unstable Teacher Resources

There are two main parts of the entrance examination: the unified examination and the college examination. The unified examination is required to participate in the national unified examination, so there is a certain degree of difficulty, the corresponding courses are also difficult. Generally, some experienced teachers are selected by undergraduate colleges to teach in higher vocational colleges. The school examination is basically taught by the professional teachers of the junior college. The teachers in our school are often very experienced at the level of junior college training, but the teaching plan and teaching methods of higher vocational education are very different from those of self-study undergraduate. Students apply for institutions, institutions of teachers generally employ some college teachers as institutions of teaching teachers, therefore, there will be teachers unstable situation.

2.2.2 Great Pressure of Competition

As the only one that can obtain a full-time undergraduate degree, the number of applicants is increasing year by year, and the highest admission rate in each region is only about 50 percent. Therefore, there are a large number of unsuccessful applicants and great competitive pressure.

2.2.3 A lot of Time and Money Cost

The entrance examination is optional, so the relevant examination covers a wide range, is difficult, and requires more time to prepare. Full-time preparation for the entrance examination and promotion need a lot of living expenses, not to mention poor foundation or poor self-control students may also need to spend money to buy classes, so it needs a certain cost of money.

2.3 Opportunities Analysis

Are external factors of the organization, including: new products; New markets; New demand; Removal of market barriers; Competitors' mistakes, etc.

2.3.1 Via Internet Plus

Jiaxinnuo is one of the earliest enterprises in the province to take the Internet as an education platform and communication channel. We have built Jiaxinnuo education professional portal website groups—Qizhi Education network, Hebei Entrance Examination Learning network, wechat Contact Bengang, special Contact Bentribe, Jiaxinnuo special contact tutoring network and Easy Access Book APP.

We are constantly trying to apply the most advanced ideas to the tutorial. In November 2014, the ADS all-weather learning system was formally established by combining the teaching syllabus with the online learning system. It has invested more than 10 full-time and part-time teaching team members and lasted for one year. In 2015, we launched ADS2.0, which upgraded static online learning to an important part of the course. Diversified forms such as video, teaching progress, chapter testing and exam simulation can be realized to make teaching results more intuitive and enhance learning interest.

2.3.2 A Wide Range of Business

In the future, education networking, education socialization and higher education industry will be the important development trend of China's education industry. Education must adapt to the development situation in order to keep up with the speed of knowledge update and cultivate new talents in line with the development of information technology. In the future society, competition in all aspects will become more intense. Only by advancing at a faster pace, constantly innovating and cultivating talents according to needs, can education quickly adapt to the new development situation and grasp the direction of future education development.

Located in Shijiazhuang City, Hebei Province, the business scope of Jiacinuo School covers eight business areas: college students' education promotion counseling, vocational education, national franchise, primary and secondary school training, Head Start trusteeship, study abroad planning, comprehensive skills test, children's physical fitness.

The extracurricular tutoring market has great potential. For Chinese parents, the quality of their children's academic performance is directly related to their future development. The development trend of the education and training industry points out that 70% of primary and secondary school students in China currently choose to use extracurricular tutoring to make up for the shortcomings of school education, while the proportion of students in the sprint stage of the college entrance examination choosing extracurricular tutoring is higher. One third of surveyed parents expressed willingness to spend money to pay for their children's extracurricular tutoring.

2.4 Threats Analysis

Are external factors of the organization, including: new competitors; Increased substitution of products; The market is tight; Industry policy changes; Economic recession; Customer preference changes; Emergency, etc.

The time is tight, the examination focus changes with the policy, and the country encourages students to improve their academic qualifications. The competition among peers is very fierce, and we need strong investment compared with our professional peers. At present, the influx of a number of minority training institutions can also form competition in a certain sense. Students' energy in school is limited after all, and if they choose to learn knowledge in this limited time, they may apply to other training institutions, resulting in the loss of students.

2.4.1 Fierce Competition

Competition within the industry for specialized undergraduate training. The reasons for intensified internal competition in the industry may include the following: firstly, slow industry growth and intense competition for market share; Secondly, there are a large number of competitors and their competitive power is generally equivalent; The third is that the products or services provided by competitors are roughly the same, or only a few do not show significant differences; Fourthly, some enterprises have expanded their production scale for the benefit of economies of scale, which has disrupted the market balance and resulted in a large surplus of products. As a result, enterprises have resorted to price cutting and competitive selling.

The bargaining power of customers in the training industry for upgrading to undergraduate level. Industry customers may be consumers or users of industry products, or they may be buyers of goods. The bargaining power of customers is reflected in whether it can motivate sellers to lower prices, improve product quality, or provide better services.

The bargaining power of suppliers in the specialized undergraduate training industry is reflected in their ability to effectively encourage buyers to accept higher prices, earlier payment times, or more reliable payment methods.

The threat of potential competitors in the specialized undergraduate training industry, potential competition for enterprises that may enter the industry to participate in competition, will bring new production capacity, share existing resources and market share, resulting in an increase in industry production costs, intensified market competition, a decrease in product prices, and a decrease in industry profits.

The pressure of replacing products in the specialized undergraduate training industry refers to the competitive pressure of products that have the same functions or can meet the same needs and thus replace each other.

2.4.2 The Lower Quality of New Students

At the beginning of the implementation of the "Specialized Undergraduate Education Program" in 2008, the group of students who chose to specialize in improving their academic qualifications were mainly outstanding vocational college students, most of whom were student cadres. These students have relatively good learning habits, high learning initiative and enthusiasm, resulting in a relatively high pass rate for each course. However, in recent years, especially after the reform of the "college to undergraduate" education program, more excellent students have chosen to transfer to secondary colleges to continue their studies, while students who choose to stay in vocational colleges to continue their studies have become mainly students with relatively poor learning. Many students choose to continue their studies in the college with a mentality of playing for two years. Therefore, the pass rate of some relatively difficult professional courses has decreased significantly, which has also affected subsequent enrollment. Some majors even have too few registrations and cannot start classes normally.

2.4.3 Incomplete Assessment Standards

Full time "specialized undergraduate" education is a new talent cultivation model, where various vocational colleges and corresponding undergraduate colleges are participants in management assessment. Both sides have their own comprehensive systems for teaching assessment and evaluation. However, for specialized undergraduate education projects that intersect between the two, effective assessment standards have not been formed, and they are all copied and targeted. However, the education regulatory department did not establish corresponding policies in the teaching evaluation of "specialized undergraduate programs", nor did it conduct separate teaching inspections or evaluations for full-time "specialized undergraduate programs" education.

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