



THE ROLE OF MARKETING IN IMPROVING THE IMAGE OF PRIVATE UNIVERSITIES (A CONCEPTUAL STUDY)

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Abstract

This study introduces the concept of marketing models into the world of private universities to enhance reputation / image in winning competition. With the increasing competition in the world private universities demand that each private university fix its higher education to be able to increase its competitiveness through good image so that it can win the competition. To win the competition, private universities must implement a planned, organized, measurable and integrated strategy by using the resources they have. One of the strategies applied by private universities today to win the competition is by applying marketing knowledge

Marketing concepts are used in fixing private tertiary institutions to be able to increase their capacity so that they can grow and develop in an effort to provide satisfaction to college service customers. Thus, it will be able to improve the image of private universities. The concepts that form the image of private tertiary institutions discussed include: private tertiary education services, the price of higher education services, higher education locations, promotion of higher education services, higher education human resources, higher education physical facilities, and excellent service processes universities, accreditation, information technology, institutional communication, branding, governance, networking, and alumni, the quality of higher education, and efforts to improve the image of private universities. The research method used is: Qualitative research methods with descriptive analysis using library research techniques.

Keywords: *marketing, image, private universities*