

Marketing Factors and Students' Low Enrolment in BSc Marketing Degree Programme in Babcock University

¹Kabuoh Margret Nma, ²Ogodo Sidney & ³Anioke Martina Nwanenye

¹Department of Business Administration and Marketing,
School of Management Sciences, Babcock University, Ilishan -Remo, Ogun State, Nigeria

²The Registrar, National Institute of Marketing of Nigeria
48b Adekunle Fajuyi Way, GRA Ikeja Lagos State Nigeria

³Department of Business Education, University of Nigeria Nsukka-Enugu State

Article DOI: 10.48028/iiprds/ijormsse.v8.i1.07

Abstract

Students' enrollment in any institution is a critical factor that cannot be taken with laxity as it is the lead way to the growth of educational system. Private universities in Nigeria have been experiencing low students' enrolment in B.Sc. marketing program. This could be attributed to little or non-incorporation of some marketing factors by the education providers on the importance of marketing as a course and the vital role it plays in industries as awareness creator. The study examines the effect of marketing orientation and service quality on student retention and satisfaction in B.Sc. Marketing degree programs at Babcock University Ilishan-Remo, Ogun State Nigeria. Theoretical approach was adopted for the study by the employment of expo-facto research design method hence; the researcher collected updated historical data on students' enrolment into the program of B.Sc. Marketing degree as well as other cognate courses for comparison purposes from the registry of Babcock University as well as confirmatory data from Covenant University. The study from literature established that Service quality and market orientation have significant effect on student satisfaction and retention for B.Sc. Marketing degree programs in Babcock University. The study among others, recommended that Babcock University and other private universities in Nigeria must deliver quality services through impeccable market orientation and introduce career fairs that help outline their perception of the marketing course as multifaceted, and diverse, in a way that reflects aggressive management function that aims to achieving organizational growth and sustainability. This no doubt will enhance students' satisfaction, enrollment and retention in B.Sc. Marketing degree program.

Keywords: *Marketing Factors, Students Low Enrolment, Marketing Degree Programme*

Corresponding Author: **Kabuoh Margret Nma**

<http://internationalpolicybrief.org/journals/international-scientific-research-consortium-journals/intl-jrnl-of-operational-research-in-mgmt-soc-sci-edu-vol8-no1-february-2022>

Background to the Study

The importance of education globally cannot be over emphasised. Most organisations in order to achieve expected goal adopt various strategies and activities for the implementation of marketing programs. As universities continue to operate in an increasingly competitive environment, low enrolment will translate to increasing operating cost of providing services, as tuition remains the major source of revenue for many private universities. While more private universities are being licensed, more than 80% of prospective students in the country still prefer enrolment into the public (federal and state) universities due to financial constraints of their parents and sponsors. For the private universities, however, more student enrolment is required for sustainability because a large number of them depend on student tuition fees for survival.

Universities offering marketing programs, Marketing professionals, Scholars, Educators, and Marketing professional institutes in Nigeria are all putting in their exertions. However, their success rate in promoting 'Marketing' as a program of study lends itself to some argument. Specifically, enrollment into the B.Sc. Marketing degree program in universities in Nigeria can hardly be compared to the level of enrolment for a similar commercial course such as B.Sc. degree in Accountancy, Business Administration among others particularly in situations where the school fees payable to secure enrollment is relatively high (Egwuonwu, Ajike, Kabuoh and Nnorom, 2015). As stated by Imekporia (2014), enrollment is the act of officially joining a course, school, and others.

Kongolo (2012), noted that the emergence of enrolment management as a marketing strategy within higher educational institutions originated in North America, but it has also been employed in Europe, Africa, and Asia. China with her large population has made great achievements in higher education development which has contributed tremendously to reducing poverty and boosting prosperity in the past decades. Indian higher education system is considered as the third largest in the world. However, India has a low rate of enrolment i.e., Gross Enrolment Ratio (GER), at only 19%, compared to China and Brazil GER which in 2015 stood at 26% and 36% respectively. Low employability of graduates is also one of the major challenges in India as only a small proportion of Indian graduates are considered employable. Placement outcome also drop significantly as we move away from the top institutions (Sharma and Sharma, 2015). However, in the course of education development, many problems and issues have emerged including education quality, equity, as well as a decrease in student enrolment since 2010 (Guo, Huang and Zhang, 2019).

In Africa, where the growth of private higher education is a relatively new phenomenon, private universities compete with the long-established public universities for their share of student market. In Kenya, many private universities face the problem of low student enrolment. The need to provide value for money to the students and to be responsive to their needs has necessitated universities in general and marketing units in particular to look beyond marketing paradigms and customer approach in the industry. It has become increasingly crucial for Kenyan private universities to understand the expectations of students and translate them into activities that would attract and retain students (Maina, 2018).

In Nigeria, the trend of admission seekers into public universities, on aggregate level, has remained upward in the face of inadequate spaces available for enrolment of students. For example, in 2014, the nation's pre-matriculation regulator, the Joint Admissions and Matriculation Board (JAMB), processed a total of 1, 606,753 applications, out of which about 400,000 were offered admissions (jamb.gov.ng, 2015). The private universities indicate the opposite case of the public counterparts with high competition for prospective students and retention of students either on university level or on a specific program level. To mitigate this scenario, targets are at times, allocated to all stakeholders to enhance students' enrolment especially in some scanty departments as marketing.

Babcock University (BU) emerged as a faith-based private university in 1999 when the Federal Government of Nigeria gave its initial charter that enabled the operation of private universities on its shores, taking off with a blueprint fashioned to attempt to make a difference in Nigeria's quest for sustainable quality tertiary education and production of quality graduates, Babcock University's administrative structure and operational style, then reflected a marketing orientation. Expectedly, its department of marketing and communication aggressively applies various marketing communications tools to position, reposition and promote the institution and its academic program course offerings, of which the undergraduate programs as at date number over 70. The institution's overall student enrollment figures from selected cognate courses which grew from 753 at inception to over 8000 in 2014 (Table 3 below) has extended the growth rate to over 14,000 in 2021. This could be mostly attributed to the university's marketing activities. The impact of BU's promotional efforts on the overall enrollment trend over the years appears to be commendable. However, enrolment into the B.Sc. Marketing course degree program reflects a mixed impact being that the growing trend experienced in the first decade of the institution's existence gave way to a declining trend two years after the first decade of the operation of Babcock University. Besides, in the case of Accounting, Economics, and Business Administration programs, students' enrollment has generally been on the upward trend within the same period under study with the exception of this 2020 which no doubt may be attributed to Covid-19 syndrome. This opportunity calls for conceptualisation of ideas as well as possible solutions on way forward incorporating the umbrella body of marketing professionals in Nigeria with the application of effective marketing factors on the cause of low enrolment of B.Sc. degree in marketing in Babcock University.

Statement of Problem

Currently, Nigeria has one hundred and seventy-five (175) accredited universities comprising forty-three (43) Federal Universities, forty-seven (47) State Universities, and seventy-five (75) Private Universities. Invariably, more than 45 per cent of Nigeria's universities are privately owned. Despite the sheer number of private institutions that have opened, enrolments seem to be relatively low. Studies such as Olaoye, Agugum, Olayiwola, and Arogundade (2018); Malenee and Chee (2015); Sabir, Ahmad, Ashraf, and Ahmad, (2013) have described the private higher education sector across the world as increasingly becoming very competitive and market-oriented. In Nigeria, there is

generally an increased competition among private universities particularly in the Lagos-Ogun environs. This is buttressed by the presence of thirty (30) private universities, out of seventy-five (75) approved by the National University Commission in the two states.

Adedigba (2018), quoted the National Universities Commission as saying that the 75 private universities in Nigeria account for less than six per cent of students' population in the country's university system. Invariably, many private universities suffer from low student enrolment, with many of their programmes being grossly under-populated. While small class sizes may be advantageous in terms of teacher-student attention, the problem of generating enough funds from tuition continues to affect the institutions' ability to achieve their goals and objectives (Akinnaso, 2017).

According to Adekeye (2018), the problem of student enrolment into private universities in the country is of growing concern. While more private universities are being licenced, more than 80% of prospective students in the country still prefer enrolment into the public (federal and state) universities due to financial constraints of their parents and sponsors. For the private universities, however, more student enrolment is required for sustainability because a large number of them depend on student tuition fees for survival. There are many avenues for funding private universities. They include: research earnings, commercial activities, endowment fund, loans from banks among others. However, in the largely majority cases, universities are financed by tuition payments from students. In this regard, tuition levels must be high enough to provide sufficient funds for institutional survival, which requires careful planning relating to student numbers, the cost per student, and expenditure levels. Therefore, the survival of a private university depends on meeting its enrolment goals and avoiding unanticipated expenses that can wreak havoc on its budgets. To achieve this, effective marketing orientation and service quality should be the key words.

While many public universities (federal and state-owned institutions) are oversubscribed in terms of enrolment, private universities continue to face an under-enrolment situation. Nwachukwu and Okoli (2015) carried out a survey of the enrolment pattern for 15 private universities namely: Babcock University, Bingham University, Igbenedion University, Madonna University, Redeemer's University, South Western University, Bells University, Covenant University, Crawford University Godfrey Okoye University, Fountain University, Landmark University, Elizade University, Joseph Ayo Babalola University and Adeleke University. Their finding revealed that none of these universities has fully enrolled to full capacity. The total capacity for all the 15 universities was 79,680 students while the enrolment in 2015 was 48,288 students. Therefore, during the year under reference, only 60.6% of the available spaces were filled leaving the remaining 39.4% unsubscribed for.

As the world moves deeper into the 21st century, private universities continue to struggle to meet their enrolment goals. This situation impacts the ability of these institutions to live out their missions and visions and, in some cases, maintain their future viability

(Christensen and Eyring, 2011; Coomes and Russo, 2000; as cited in Schumacher, 2015). In fact, most institutions today have been faced with more intense competition than ever before as a result of the aggressive nature of the private university education market (Shaw, 2011 as cited in Schumacher, 2015).

In Nigeria, there are 38 universities offering Marketing at the undergraduate level. Of these 38 universities, 23 of them are private institutions. However, the private universities offering Marketing seem to have one common denominator: low student enrolment. From Babcock University, Covenant University to Crawford University, the story is the same. B.Sc. Marketing programmes continue to attract less students compared to other business management courses.

Table 1: Enrolment Data for B.Sc. Marketing in comparison with various business management programmes at Covenant University (CU) Ota, Ogun State.

Year	Marketing	Business Administration	Human Resource Management	Accounting	Banking and Finance	Economics
2018	12	31	29	100	25	87
2017	16	58	34	97	35	81
2016	22	65	37	124	43	80
2015	31	59	40	83	40	86

Source: Researcher's Field Survey, 2021

Table 1 above indicates that low B.Sc. marketing enrolment is not just peculiar in BU alone but in other private universities as the case above in CU. The marketing column in the table shows a continuous decline from 2015-2018 and also is the list enrolment figure amidst other cognate courses. This really calls for worry and aggravates marketing efforts to all stakeholders.

Table 2: Enrolment Data for B.Sc. Marketing in Comparison with B.Sc. Business Administration at Babcock University, Ilishan Remo

Year	Marketing	Business Administration
2021	14	122
2020	-----	-----
2019	10	110
2018	10	80
2017	11	101
2016	6	65
2015	7	110
2014	3	25

Source: Researchers' Field Survey, 2021 Babcock Registry

Table 2 figures are a clear indication that there are lollin B.Sc. Marketing degree programmes when compared with other cognate courses in Babcock University especially with Business Administration that shares same Department with Marketing. Though, the 2021 current marketing enrolment figure has a marginal increase to 14 showing a green light that the future may be bright if marketing communication effort is intensified alongside collaboration with National Institute of Marketing of Nigeria (NIMN). This no doubt may take us to early stages of the university before 2015 when the case of marketing enrolment was far better as indicated in table 3 below:

Table 3: Students' Enrolment into Selected B.Sc. Programmes of Babcock University (1999 - 2014)

Year	B.Sc. Accounting	B.Sc. Economics	B.Sc. Business Administration	B.Sc. Marketing	Overall Enrolment: Babcock University
1999/2000	61	67	46	21	753
2000/2001	162	150	124	50	1680
2001/2002	224	201	182	81	2587
2002/2003	250	277	196	96	3245
2003/2004	192	212	210	112	3609
2004/2005	281	298	180	115	3521
2005/2006	326	352	212	121	3361
2006/2007	360	374	245	130	4046
2007/2008	425	308	260	140	4711
2008/2009	500	448	323	176	5273
2009/2010	470	395	308	158	5515
2010/2011	735	610	456	182	6743
2011/2012	832	680	476	164	7470
2012/2013	766	649	490	123	7562
2013/2014	967	646	438	94	8090

Source: Registry Records, Babcock University, 2015

The comparative analysis of tables 2 and 3 shows a sharp decrease in B.Sc. Marketing enrolment from 2015 till date. Meanwhile, the importance of marketing both in various industries as a means of business generation and as tutorial that enhances other business prospects is being marred. This calls for worry hence the objective of this study.

Objective of the Study

The study theorises marketing factors selection/enrolment as a function of students' retention and satisfaction geared towards getting a clearer picture if the cause of low and decreasing enrolment into B.Sc. Marketing degree programme in Babcock University could be credited to marketing being seen as mere buying and selling by students/parents/ sponsors or low perceived value of the programme.

Specifically, the study examines the effect of marketing orientation and service quality on student retention and satisfaction in B.Sc. Marketing degree programs at Babcock University and to aggravate an extensive replication as well as discussion on the current low and deteriorating trend and its impact on future marketing profession, thereby seeking a means of mitigating this trend through the collaboration with NIMN as the professional body.

Review of Literature

This section looks at key marketing factors and strategies that are considered relevant to the discourse of students' enrolment purchase decisions. The conceptual, theoretical and empirical review of study variables shall be dealt with as well as summary of gaps.

Conceptual Review

Market Orientation

Market orientation has been recognised as key success factors (KSFs) in practically every organisation of present day (Egberi and Osio, 2019). It is an approach that prioritises the needs and desires of consumers and also creating products that satisfies them. Market orientation as an organizational culture is a corporate business philosophy that puts the customer's satisfaction first, taking into account the role played by the other market actors. In other words, a market orientation culture can be termed as a "subculture" within the overarching organizational or corporate culture (Shehu and Mahmood, (2014).

An organization that is market oriented invests time researching current trends in a given market and then develops a product strategy that caters for the wants and needs of its customers. Upon deployment, the organization advertises the products as what the customers need rather than what they should want. Market orientation is a business philosophy where the focus is on identifying customer needs or wants and meeting them (MBN, 2021). When a company has a market orientation approach, it focuses on designing and selling goods and services that satisfy customer needs in order to be profitable. Famutimi 2021 states that marketing orientation is a marketing approach to business that prioritises, identifying the needs and desires of the customers and creating products and services through product functionality and efficiency that satisfies them.

Service Quality

Yadav and Dabhade (2013), define service quality as the degree and direction of discrepancy between the consumer's perceptions and expectations or the extent to which a service meets or exceeds customer's expectations. Hong and Goo (2004) have agreed that if companies do not improve on their quality of service, recognize and respond immediately to customer's needs efficiently and effectively, the result may be decreasing profits, increasing levels of stress and customer dissatisfaction. Famutimi (2021), defines service quality as an activity or series of activities that ensures an institutions student (product/output) conforms to requirements/standards, fitness for use, and freedom from variation as reflected by the inputs of the institution. Service quality is an organisation's sustained compliance with customer expectations and understanding customer expectations from particular service (Gilaninia, Taleghani and Talemi, 2013).

Poor, Poor and Darkhaneh (2013), cited in Famutimi and Kabuoh (2021), the common factors of service quality are as follows:

1. **Process Quality:** Refers to processes and production methods quality
2. **Product Quality:** is evaluated after the provided service. In fact, product is what the customer gets from organisation.
3. **Physical Quality:** Refers to goods or services the product support cases.
4. **Interactive Quality:** Refers to interactions between customers and service providers.
5. **Organization Quality:** Is related to the totality of mental image and perception of the

Students Satisfaction

Derick, Anthony and Benjamin (2010) stated that student satisfaction/dissatisfaction is the result of the comparison between pre-enrollment/visit expectations and perceived performance of a school involving the comparison of standards by receivers whether they are in the form of expectations, desires, and wants, ideal or equitable performances. Satisfaction is defined as a summary of a response that is bounded by a limited time for the consumption of the product and it is also a predictor that enforce customer to transact with the product (brand) (Ogbechi, Okafor and Onifade, 2018). The need to customer satisfaction is a basic concept of any business success. When these expectations are met, customers stay firm with the organization, else they switch to other competitors (Kabuoh, 2017).

Kotler and Armstrong (2012), preach that satisfaction is the post-purchase evaluation of products or services taking into consideration the expectations. Through customer satisfaction company can identify prospects for product and service innovation and also serve as a basis for performance appraisal and reward systems. It can also serve as the basis for a customer satisfaction surveying program so as to ensure that quality improvement efforts are properly focused on issues that are most important to the customer (Masroujeh, 2009).

Students' Retention

Fontaine (2014) states that students enter institutions with certain needs and only institutions that understand and can meet such needs retain students until the successful completion of their courses. High customer (student) retention means that the customers of an organization tend to return, satisfied, loyal, spend more, cost less to attract by the organisation, make valuable references to potential new customers and patronise them without defecting to competing organisation.

Student retention denotes an institution's capacity to retain its students and is both a function of persistence, that is, the propensity of students to continue their studies (Soldner et al., 2016) Student retention involves the ability to identify profitable students and consistent development of existing relationships with the students thereby creating competitive advantage for the institution. Customer's retention (Students' retention) is

when customers stay with the organisation without switching as a result of satisfaction. It is also possible for customers to switch from the current segment to another segment depending on the degree of market stability (Shin, Jeon, Choi, Han and Jung, 2013). Switching has a huge negative impact on organisations; hence, minimizing customer churn is becoming a priority, especially for financial service providers (Epetimehin, 2011). Customer's switching should always be discouraged by marketers by maintaining cordial relation with customers.

Empirical Review

In a study carried by Chaudhry, Mahesar, Ansari, and Ali, (2016) on the effects of market orientation on the performance of private universities in Pakistan, the outcome of this study confirms the relationship between market orientation with performance measures which has positive and significant relationship with student retention, student growth, market share, quality of teaching and services, research performance and overall performance. Casidy (2014), on his higher educational context review found that all the dimensions of perceived market orientation positively influenced student satisfaction. Supporting Casidy's view, Santikary and Sekhar, (2018) opined that student will be happy and satisfied if their educational institution provides superior value if such institution on a continuous basis offers overall experiences of quality which can be ensured through adoption of market orientation philosophy and practices.

Saleem and Moosa (2017), carried out a study on the moderating role of university culture, reputation and price in education sector of Pakistan and its impact on service quality and student satisfaction. Result revealed that with the moderating effect of university culture, university reputation and price, higher education institutes can more significantly achieve student satisfaction. Azam (2018), in a study of Saudi Arabian private higher education institutions-building on service quality dimension in literature recommended that the combination of excellent learning and non-learning process gives birth to quality. Hwang and Choi (2019), in their investigation of students majoring in business to examine the structural relationships among a higher education institution's service quality, student satisfaction, institutional image, and behavioural intention at a private university located in South Korea, found that service quality directly affected both student satisfaction and perceived institutional image. When students' desires are met in a particular programme, they will key in such.

Theoretical Review

Hierarchy of Effects Theory (HoET)

Lavidge and Steiner's hierarchy of effects theory was propounded in 1961. The theory proposes that there are several phases transported by consumers by which they obtain and put in to practice information in reaching decisions about what activities they will adopt. Lavidge and Steiner believe that advertising is a long-term venture process that interchange consumers over time from side to side to a variety of stair-steps launching with product 'unawareness' and moving eventually till a deal is sealed (Clow and Baack, 2004).

The stages a consumer passes through as postulated by this theory, from the product incubation ignited by advertisement to the purchase decision are stated thus: awareness, knowledge, liking, preference, conviction, and purchase (Barry and Howard, 1990). However, Belch and Belch (1998) opposed that advertising effects manifests over a period of time and such communication may not lead to immediate behavioral response or feedback, but rather, consumers must fulfil each step before they can migrate to the next stage in the hierarchy. In supporting HoET theory, Kenton (2018) stated that the hierarchy-of-effects theory is a model of the way advertising influences a consumer's decision to purchase or not purchase a product or service. This position is also supported by Munoz (2002) who writes that normally ultimate customers do not switch directly from being interested to become convinced buyers. They must pass through the earlier stated stages.

Methodology

Research Design

The study employs expo-facto research design method hence; the researcher collected updated historical data on students' enrolment into the programme of B.Sc. Marketing degree as well as other cognate courses for comparison purposes (secondary sourced data) from the registry of Babcock University as well as confirmatory data from Covenant University with regards to checking the similarity/dissimilarity of the marketing enrolment situation in such a similar institution.

Results, Discussions, Conclusion and Recommendations

The study established that Service quality and market orientation have significant effect on student satisfaction and retention for B.Sc. Marketing degree programs in Babcock University.

Theoretically, the outcome of this study is in line with the hierarchy of effect which provided the theoretical underpinnings for this study. The theory was selected to guide this study because its perspectives relate to the variables under investigation. The theory proposes that there are several phases transported by consumers by which they obtain and put in to practice information in reaching decisions about what activities they will adopt.

This study has provided new insights on the effect of marketing factors, (service quality and marketing orientation) on student enrolment (students' satisfaction, and students' retention) in BSc marketing degree programs of Babcock University. This study adds to the existing body of knowledge and sets the stage and direction for further studies. The result of this study no doubt tends to enhance the awareness of university administrators on some silent issues affecting enrolment in B.Sc. marketing not just in Babcock but in other private universities. This will encourage them better appreciate the importance of ensuring that student experience service quality emanating from different customer touch points thus improving enrolment into BSc Marketing academic programs.

From a policy perspective, this study will empower professional organizations such as Nigerian Institute of Marketing of Nigeria (NIMN), Advertising Practitioners Council of Nigeria (APCON) and other consultative bodies around the marketing industry to widen their visions and views around features that can arouse interest to the profession with reference to high school students still in the process of making decisions on which course/s to choose.

This study recommends that Babcock University among other private universities should intensify efforts in forming collaborations and signing Memorandum of Understanding (MoU) with NIMN which will enhance the visibility of Babcock University out there as it will enhance the low enrollment being experienced. The frequency of reach of Babcock University will improve through this process. The University will also have the opportunity to become part of the professional body and the lectures will reflect a real-life scenario. The students will benefit from this collaboration by having both Degree and Professional certificates that will enable them to compete out there with graduates from other institutions. They will have the skills and capabilities to perform well on the job anywhere they are employed as professionals. The marketing professional certificate serves as an added advantage to post graduate studies abroad especially in Canada.

Finally, there is need for the university administrators to develop appropriate marketing strategies that will serve as an attraction point and retain students into BSc marketing degree programs. This will eventually place the marketing profession to deliver improved promotional activities that meet students' needs. Babcock University among other private universities in Nigeria must deliver quality services through impeccable market orientation and introduce career fairs that help outline their perception of the course as multifaceted, and diverse, in a way that reflects aggressive management function that aims to achieving organizational growth and sustainability. The end point is to encourage enrolment satisfaction and students retention in BSc marketing program.

References

- Adedigba, A. (2018). *Private universities account for less than 6% of Nigerian students population – NUC*. Retrieved from <https://www.premiumtimesng.com/news/more-news/275650-private-universities-account-for-less-than-6-of-nigerian-students-population-nuc.html>
- Adekeye, K. S. (2018). *Nigerian higher education: birth and growth*, Retrieved from <https://qswownews.com/nigerian-higher-education-birth-growth/>
- Akinaso, N. (2017). *Elizade and future of private universities in Nigeria*, Retrieved from <https://punchng.com/elizade-and-future-of-private-universities-in-nigeria/>
- Azam, A. (2018). Service quality dimensions and students' satisfaction: A study of Saudi Arabian private higher education institutions, *European Online Journal of Natural and Social Sciences*, 7(2), 275-284
- Barry, T. E. & Howard, D. J. (1990). A review and critique of the hierarchy of effects in advertising, *International Journal of Advertising*, 9, 121-135.
- Belch, G. E. & Belch, M. A. (1998). *Advertising and promotion: An integrated marketing communications perspective* 4th Ed, McGraw-Hill, Boston
- Casidy, E. (2014). The role of perceived market orientation in the higher education sector, *Australasian Marketing Journal* 22(2), 17-71.
- Chaudhry, N. I., Mahesar, H. A., Ansari, M. A., & Ali, M. (2016). Impact of market orientation on the performance of private universities in Pakistan, *International Journal of Arts and Humanities*, 44(1), 21-32.
- Christensen, C. M., & Eyring, H. J. (2011). *The innovative university: Changing the DNA of higher education from the Inside Out* (San Francisco: Josey Bass), 475, (h/b), ISBN 978-1-118-06348-4. *IOSR Journal of Research & Method in Education* 5 (1) , 01-04
- Clow, K. E., & Baack, D. (2004). *Integrated advertising, promotion and marketing*, Pearson Prentice Hall <http://archanderson.files.wordpress.com/2016/04/zite.pdf>
- Derick, A. G., Anthony, A. & Benjamin, K. O. (2017). Assessing the provision of quality students' service and satisfaction in tertiary institution in Ghana: Using Cape Coast Polytechnic as case study, *Asian Journal of Business and Management Sciences*, 1(12), 20-32.
- Egberi, A. K., & Osio, E. J. (2019). Effect of market orientation on organizational performance: A study of Nigerian banking industry. *International Journal of Business and Social Science* 10 (12)

- Egwuonwu, T. K, Ajike, E. O, Kabuoh, M. N. & Nnorom, G. (2015). An Analysis of low students enrolment for B.S.c Degree in Marketing: A case of "Physician, heal thyself" Marketing Education and professionalism in Africa: The Town and Gown Linkages. *Book of Reading*, 126-143.
- Epetimehin, F. M. (2017). Achieving competitive advantage in insurance industry: The impact of marketing innovation and creativity, *European Journal of Social Sciences* 19 (1), 123-127
- Famutimi, T. O. (2021). Consumer choice factors and students' enrolment into BSc. marketing degree programs of selected private universities in South West Nigeria. MPhil Thesis, Babcock University Ilishan-Remo, Ogun State Nigeria
- Famutimi, T. O., & Kabuoh, M. N. (2021). Service quality and students' satisfaction in B.Sc marketing degree programmes of selected private universities in South Western Nigeria, *International Journal of Strategies in Humanities, Management and Social Sciences*, 11(1), 44-61.
- Fontaine, K. (2014). Effects of retention intervention program for associate degree nursing students. *Nursing Education Perspectives*, 35, 94-99. <https://doi.org/10.5480/12-815.1>
- Guo, L., Huang, J., & Zhang, Y. (2019). Education development in China: Education return, quality, and equity, *Sustainability Review*, 11(2), 2-20
- Hong, S. C. & Goo, Y. J. (2004). A causal model of customer loyalty to professional service firms: An empirical study, *International Journal of Management*, 21(4), 531-41
- Hwang, Y.-S., & Choi, Y. K. (2019). Higher education service quality and student satisfaction, institutional image, and behavioural intention, *Social Behaviour and Personality: An international Journal*, 47(2), 22-49
- Jamb.gov.ng. (2015). *Joint admissions and matriculation board (JAMB) Jamb results online processing*, <https://myschool.ng/news/check-2015-jamb-result-online-for-free-34966>
- Kabuoh, M. N. (2017). Market segmentation strategy based on benefit sought and bank customers' retention in selected banks in Nigeria, *International Journal of Innovative Research in Social Sciences and Strategic Management Techniques*, 4(2) 68-82
- Kongolo, M. (2012). Enrolment management: The perspectives of university of the Western Cape, South Africa, *African Journal of Business Management*, 6 (24), 7318-7328
- Kotler, P., & Armstrong, G. (2012). *Principles of marketing 14th edition*, New Jersey: Pearson Education Inc. México.

- Lavidge, R. & Steiner, G. (1961). A Model of predictive measurements of advertising effectiveness, *Journal of Marketing*, 25, 59-62. <http://dx.doi.org/10.2307/1248516>
- Maina, C. N. (2018). *Effect of marketing communication tools on student enrolment in private Universities in Kenya: A Case Study of United States International University*.
- Malenee, A. & Chee, C. S. (2015). Students' perceptions of the relevancy of marketing education, *Journal of Social Sciences and Humanities*, 10(1), 208-222
- MBA Research Dissertation Submitted to the Chandaria School of Business, Kenya, Retrieved from <http://erepo.usiu.ac.ke/handle/11732/4342;jsessionid=9FDDF8FD01D1538B18C17BC50D62D452>
- MBN (2021). *What is market orientation? Definition and meaning*, Market Business News [https://marketbusinessnews.com/financial-glossary/...](https://marketbusinessnews.com/financial-glossary/) Retrieved on 26/3/2021
- Munoz, P. V. (2002). US Law › Case Law › California Case Law › Cal. App. 4th › Volume 102
- Nwachukwu J. N., & Okoli, F. C. (2015). Problems and prospects of private ivory towers in Nigeria, *Singaporean Journal of Business Economics and Management Studies* 4 (6), 2015, 36-50
- Olaoye, S. A., Agugum, T. A., Olayiwola, O., & Arogundade, J. A. (2018). The effect of pricing policy on the students' choice of private universities in Nigeria, *International Journal of Development and Sustainability*, 7(12), 2850-2875
- Poor, M. H., Poor, M. A., & Darkhaneh, M. A. (2013). The quality of service and its importance in organizations, *Arabian Journal of Business and Management Review*, 3(3), 34-37.
- Sabir, M., Asraf, H. & Ahmed, S. (2013). *Factors affecting University and course choice: A comparison of Undergraduate Engineering and Business Students in Central Punjab, Pakistan*
- Saleem, S. S., & Moosa, K. (2017). Service quality and student satisfaction: The moderating role of university culture, Reputation and price in education sector of Pakistan, *Iranian Journal of Management Studies* 10(1), 237-258
- Santikary, A., & Sekhar, S. F. (2018). Impact of market orientation on the student satisfaction of business school in Hyderabad and Rangareddy District of Telangana State. *Journal of Social Welfare and Management*, 10(2), 114-122.
- Shehu, A. M. & Mahmood, R. (2014). The relationship between market orientation and business performance of Nigerian SMEs: The role of organizational culture, *International Journal of Business and Social Science*, 5(9), 159-173.

- Schumacher, R. M. (2015). *What attracts students to a small private university? Ph.D. Dissertation submitted to the Graduate College of Bowling Green State University*, Retrieved from https://etd.ohiolink.edu/!etd.send_file?accession=bgsu1447700401&disposition=inline
- Sharma, S., & Sharma, P. (2015). Indian higher education system: Challenges and suggestions, *Electronic Journal for Inclusive Education*, 3(4). Retrieved from <https://corescholar.libraries.wright.edu/cgi/viewcontent.cgi?article=1179&context=ejie>
- Soldner, F. et al. (2016). *Parkinson-associated risk variant in distal enhancer of a-synuclein modulates target gene expression*, DOI: 10.1038/nature17939
- Yadav, R. K. & Dabhade, N. (2013). Impact of service quality on customer satisfaction of mobile users: A case study of Airtel, *International Journal of Innovative Research and Studies*, 139-163.