



## **Freshmen View on the Marketing Strategies Effectiveness of one Higher Education Institution in the Philippines**

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### **Abstract**

Amidst the COVID-19 pandemic, higher education institutions shall still pursue the academic year, and it can do nothing but adapt to the new normal and continue marketing the school to attract students to enroll. The effectiveness of marketing strategies is a must right now to encourage students to continue their studies regardless of the pandemic. With this, the researchers aim to evaluate the effectiveness of marketing strategies toward freshmen of one higher education institution in the era of new normal. The study utilized an adopted survey questionnaire from the study of Arante, et al. (2016) to the total sample of 215 freshmen. All data were analyzed using statistical software known as SPSS version 26. The results revealed that the most effective strategies conducted are the form of webinars, online advertisement, and boosting Facebook page. The quality of the education and having accreditation to be the center for excellence are key reasons that encourage the respondents to enroll. However, the results also showed that there was poor planning in advertising. Concerning this issue, the researcher was able to propose an action plan for continuous improvement of the university's marketing strategies.

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