Enhancing Marketing Strategy to Increase Enrollment in Sacred Heart College of Calamba, Inc

Geronimo N. Enguito

Instructor, Sacred Heart College of Calamba, Inc.

ABSTRACT

This study about Enhancing Marketing Strategy to Increase Enrollment in Sacred Heart College of Calamba, Inc., examines the factors that affect student enrollment and assesses the efficacy of existing marketing strategies. Using descriptive research design, study points on demographic profiles (age, gender), communication platforms (social media, websites, referrals), and marketing channels to show important motivators for enrollment. The data was collected from 15 students using survey questionnaires, and then statistically analyzed using various methods, particularly Pearson correlation. Findings, therefore, revealed that the most powerful motivators were scholarships, academic reputation, and institutional location, with a 4.32 average weighted mean. Marketing channels, including open days and fairs, were moderately effective (mean = 4.00), while communication platforms such as social media and websites had limited influence. There is a significant relationship between the enrollment motivators and marketing message propositions, showing a perfect positive correlation ($r = 1.00$); however, there were no significant differences when the students were grouped according to age or communication platforms. Gender-wise analysis proved that female students were significantly more attracted by the SHCCI's marketing strategies than male students. This study recommends that the marketing strategies of SHCCI should be gender-specific, clear, and focused on messages, while also improving communication platforms. Also, it recommends implementing more scholarships, organizing open houses and fairs, fostering stronger word-of-mouth, and using newer digital tools to enhance outreach and retention with students, thereby addressing the issue of declining enrolment.

Keywords: Marketing Strategy, academic reputation, enhancement, campaigns, enrollment motivators

INTRODUCTION
Background of Study
Sacred Heart College of Calamba, Inc. is a private institution that provides quality education among higher-education students. According to Pokhrel et al. (2018), it should regulate activities that best meet the interests of students and service providers to increase attraction among all potential students. These points provide students with options to enroll in programs offered by the school.

However, in the present situation, it faces a decline in enrollment due to competitors from neighboring schools who offer unique courses and academic opportunities that attract students. According to De Ramos and Briones (2024), marketing practices in private higher institutions should focus on enhancing personalized marketing approaches, strengthening integrated planning and communication, and refining

promotional efforts to better align with students' needs and expectations. Students choose to enroll due to the school's promotion strategy and its alignment with their likelihood of success.

The marketing strategies that SHCCI is currently utilizing seem to be working to a certain extent in capturing the attention of their target enrollees; however, after reaching peak enrollment years ago, there has been a decline in enrollment, indicating that what we are doing needs to be more targeted and adaptable. In doing so, we should find ways and means to capture the increase in enrollment, enabling us to compete with other higher education institutions in the vicinity.

Theoretical Framework

This study is anchored on how to enhance marketing strategy to enhance enrollment in SHCCI and to figure out what are the factors that help to assess the increase of students enrolling in the institution. Moreover, the marketing strategy that can help increase enrollment is the framework of this study.

When there is a certain procedure to keep the pedestal of the school's fast marketing strategy is through promotion. But one thing for sure is it should have adequacy in dealing with this type. According to (Raganas, 2019, one of the findings about marketing strategy is that promotion requires attention since it is found to be inadequate. The school and its professors will introduce image and reputation to alleviate the need for better enrollment. It is a sort of branding of the name of the school by any social media platform.

But what made the students enroll is that it should depend on their decisions and the availability of their expectations to be seen inside the premises. According to the study of (Chen et al., 2024), they found out that students expressed high satisfaction with existing marketing strategies like teaching quality, facilities, academic support, and the admission process. The school needs to upgrade its status to cater to the needs of the students. These are factors that encourage the students to enroll.

In the same way, digitalization of marketing strategy is of foremost importance to further start the increase of enrollment and to reach certain stakeholders using available technology. (Bin, 2022) added that it should have a combination of new media means such as contemporary WeChat and TikTok, different media combinations are adopted in different periods to give full play to the The best advantage of information dissemination, so that consumers can receive information about the school for the first time and generate purchase desire.

In this section, this will show the theoretical paradigm to present the figure of the study:

Figure 1: Schema of the Study
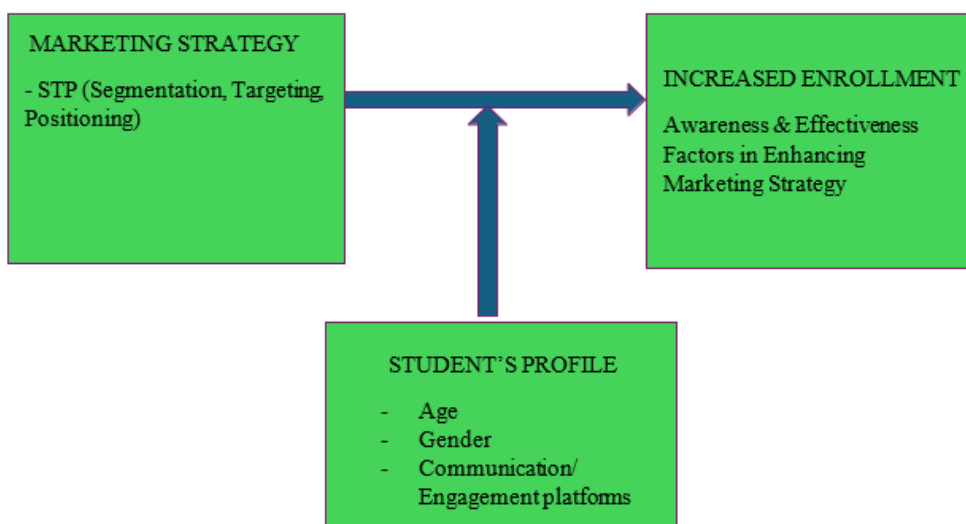
The independent variables are marketing strategies with their pillar as Tarket Market Identification: STP models, which are Segmentation, Targeting, and Positioning. The dependent variable of this research is increased enrollment, including factors in enhancing marketing strategy.

Thematic Diagram

The figure below illustrates the thematic diagram showing marketing strategies to increase enrollment of SHCCI. It includes key marketing strategies including Digital Marketing, Branding, and Target Market segmentation with their sub-factors. Each of these components serves as a tool to attract incoming first-year and out-of-school youth to enroll in the institution.

Figure 2 Thematic Diagram of the Study
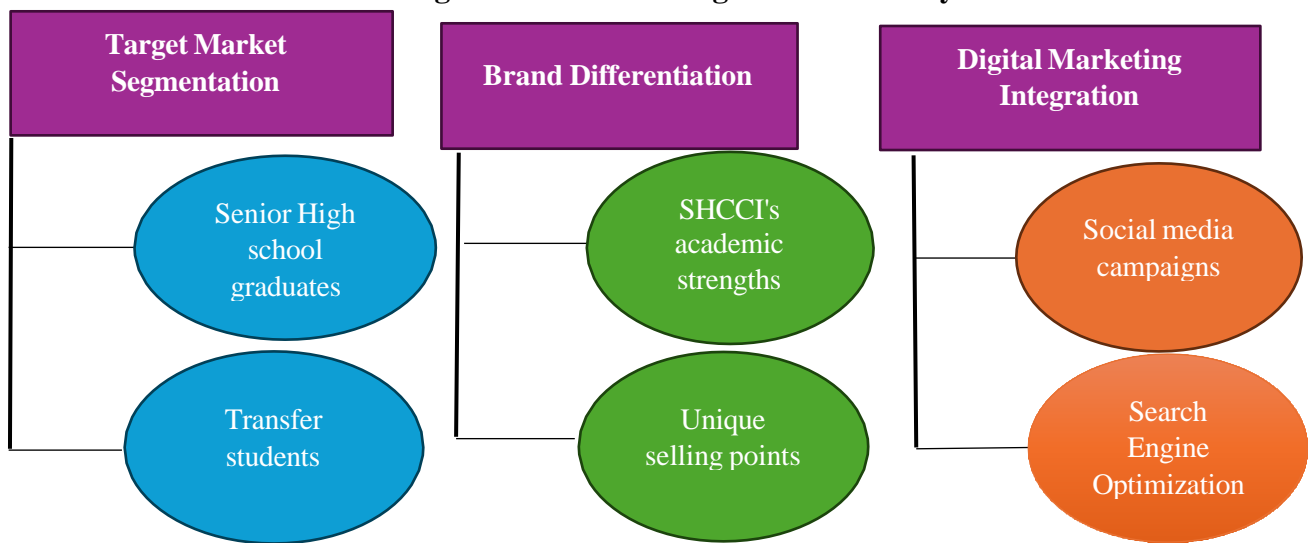
Statement of the Problem

This research tackles a crucial question about how SHCCI can improve its marketing strategy for student enrollment. Specifically, this study looks to address the following questions:

1. What is the profile of the students in terms of:

1.1 Gender

1.2 Age

1.3 Communication/Engagement platforms

2. What marketing strategies are SHCCI currently using in its efforts to attract new enrollers using these models?

2.1 Segmentation

2.2 Targeting

2.3 Positioning

3. How can SHCCI stand out from other learning institutions so that learners see value in it?

4. How do we best meet the unique needs of our current students and inspire them to tell others?

METHODOLOGY

Research Design

This study uses the descriptive method with the use of a questionnaire to gather data from the

respondents. According to (Mishra et al., 2019) the study of descriptive statistics said that it is ordered to provide an overview of a dataset, understand data distribution, and detect patterns that may be investigated in greater depth using comparative statistics. This research method used Pearson correlation and t-test and frequencies, averages, and other statistical calculations. Descriptive methods are designed to describe the status of an identified variable. This research is designed to provide systematic information about a phenomenon.

Research Settings

This study was conducted at Sacred Heart College of Calamba Inc. Misamis Occidental. This school is located in the southern part of the Municipality of Calamba. It is the only collegial catholic school under the supervision of ACE (Archdiocesan Commission on Education). It is in the center of the three municipalities in Misamis Occidental namely: Sapang Dalaga, Baliangao, and Plaridel. This school consists of three departments elementary department, high school department, and college department. The College department is composed of twenty-seven employees. There are 23 full-time faculty teachers, 4 Administrators, 3 utility workers, and 21 office staff. The total population of the students enrolled in the first semester of school year 2024- 2025 is 1800.

The school was opened in 1979 by Fr. Timoteo Ruben, a parish priest and school director of Sacred Heart School. The college department was opened to accommodate fresh secondary graduates. A building was built at Southwestern Población and pioneering students enrolled in the following courses: Bachelor of Arts (AB-131), General Clerical Course (GSC-27), Bachelor of Science in Agriculture (BSA-52), One-Year Pre-Nursing (21), and Associate in Agriculture Technology (AAT-20). A piggery and a poultry house were constructed to reinforce agricultural courses. Finally, on April 7, 2005, the most awaited moment arrived when the school was officially changed from Sacred Heart Schools (SHS) to Sacred Heart College of Calamba, Inc. (SHCCI).

Respondents of the Study

The respondents of the study were the 15 random students of BSOA and BSED/BEED courses enrolled at Sacred Heart College of Calamba, Inc. since they were the only ones available on the campus and others had their respective classes to attend.

Statistical Treatment

This study used questionnaires to gather data from the respondents. The data were gathered and arranged using quantitative methods and expressed in the Likert Scale form and were statistically analyzed. Descriptive statistics such as frequency count, mean and percent are considered. Percentage frequency distribution is a display of the data that specifies the percentage of observations that exist for each data point or grouping of data points. It is a particularly useful method of expressing the relative frequency of survey responses and other data. Pearson's Correlation was used to assess the correlation and significance of the students, faculty, and staff perception value towards the marketing strategy to increase enrollment.

Scoring Procedure

To give equal treatment to responses, the following procedure was employed, and scales were adopted to interpret the weighted mean.

Table 1 Scoring for Effectiveness Scale

Scale	Range	Response	Verbal Interpretation
5	4.21 – 5.00	Very Effective	Highly Effective

4	3.41 – 4.20	Effective	Generally Effective
3	2.61 – 3.40	Moderately Effective	Somewhat Effective
2	1.81 – 2.60	Ineffective	Not highly Effective
1	1.00 – 1.80	Very Ineffective	Highly Ineffective

Table 2 Scoring for Agreement Scale

Scale	Range	Response	Verbal Interpretation
5	4.21 – 5.00	Strongly Agree	Very High
4	3.41 – 4.20	Agree	High
3	2.61 – 3.40	Neutral	Moderately High
2	1.81 – 2.60	Disagree	Low
1	1.00 – 1.80	Strongly Disagree	Poor

Ethical Considerations

The research was conducted individually for the safety of the respondents and was conducted inside the school campus. The data that is gathered is kept secret by the researcher for the benefit of the respondents. First, the respondents were informed of the mandate from their department head as well as the Dean of the College. The data that is collected from the respondents were accurately interpreted and analyzed by the researcher who follows principles and standards with the help of the goals. The theories that were used by the researcher were properly cited together with the authors and their ideas that support the research. This study is originally based on the researcher's quest for solutions in school.

RESULTS AND DISCUSSIONS

This chapter presents a discussion of the data gathered from the respondents. The data are presented, analyzed, and interpreted in the following order of the problems in the sections above.

The demographic profile of the respondents in terms of age, gender, and communication/ engagement platforms.

Table 1 Students' Profile

Variables	Categories	Frequency	Percent
Age	18-24	15	30
Gender	Male	5	25
	Female	10	20
Communication/ Engagement platforms	Social Media Website	3	21
	Other/s	4	29
		7	50

Table 1 presents the variables age, gender, and communication/ engagement platforms. The age category (30%) has the highest rate in such a way that the respondents are first-year and second-year students. On gender variables, the male category reaches (25%) and lastly, (50%) on communication and engagement platforms which means that they heard the institution based on what others are telling them about SHCCI.

On the awareness of SHCCI's marketing channels, it uses segmentation, targeting, and positioning. Table 2 shows the effectiveness of marketing channels using social media, websites, referrals, and other events that attract students to enroll in SHCCI.

Table 2 Segmentation

In business, especially in marketing strategy, it is one way of looking at certain groups of people who are willing to use the services that they favor and access for their benefit and likelihood.

Student's Awareness of SHCCI Marketing Channels

Indicators	Weighted Mean	Verbal Interpretation
1. How effective are events like open days or fairs in attracting new students?	4.13	Highly Effective
2. How effective is word-of-mouth (referrals, alumni, etc.) in promoting SHCCI?	4.07	Generally Effective
3. How effective is SHCCI's website in providing useful information?	4.00	Somewhat Effective
4. How effective are SHCCI's social media campaigns in promoting the institution?	3.80	Somewhat Effective
Average Weighted Mean	4.00	Somewhat Effective

Table 2 presents the students' awareness of marketing channels using social media, websites, referrals, and other ways to attract students and it was found that the result of (4.13), means that they are highly aware of open days or fairs which attract them to enroll in the institution. However, social media campaigns are not the platforms that they are up to. Moreover, communication platforms are neither preferred nor favored, which concludes that they are used on a mediocrity level and not oftentimes. According to Aman & Hussin (2018), social media has become a crucial tool for higher education institutions to enhance their reputation. In In this sense, the school branding is clear to attract students and to make the school known to the public regardless of its popularity.

Targeting

In business lens, it is one way of selecting one or more segments to focus on. It is also a way of prioritizing revenue and alignment. In the institution, these are ways and means to generate monetary income through enrollment using modern platforms, high technology systems, and scholarships which ignite the student to enroll.

Table 3 Students' Motivators of Enrollment

Indicators	Weighted Mean	Verbal Interpretation
1. Scholarship and financial aid were a crucial factor in my decision.	4.60	High

2. The academic programs offered at SHCCI are major reasons for enrollment.	4.40	High
3. SHCCI's reputation influenced my decision to consider / enroll.	4.13	High
4. Location and convenience played a role in my decision.	4.13	High
Average Weighted Mean	4.32	High

Table 3 shows that the indicators on enrollment motivators, the respondents agree that the scholarship (4.60) reaches the peak of their choice to enroll in SHCCI. Furthermore, data shows that reputation and location are crucial to their likelihood of staying. Also, they are not going to other places. Instead, they stay to choose the nearby institution to minimize expenses. (Barrow & Rouse, 2016) present evidence suggesting that students were motivated more by the incentives provided than simply by giving more money. It focuses on how the students are up to scholarship.

Offered by the higher education institution they are more eager to continue because of the opportunity.
Marketing Message Perception
It refers to the student's interpretation and response to the message offered by the institution and what communication is emphasized like name branding and other services. Table 4 presents the student's feelings about the marketing message.

Table 4 Student's Perception of Marketing Message

Indicators	Weighted Mean	Verbal Interpretation
1. SHCCI's marketing emphasizes its commitment to student success and career preparation.	4.20	High
2. SHCCI's marketing communicates its unique value proposition.	4.00	High
3. The messaging is appealing and makes SHCCI's stand out from other institutions.	3.73	Moderately High
Average Weighted Mean	3.10	Moderately High

Table 4 presents the students' marketing message of SHCCI. The indicators about the institution's marketing message like commitment and career preparation show that the students' feeling about SHCCI's way of marketing its commitment valued their success and career preparation (4.20). Moreover, the marketing of SHCCI communication is clear regardless of its intention to students who want to enroll in the institution. Furthermore, the message marketing of SHCCI attracts them to enroll compared to other competitors. Like the study of Sá, M. J. (2023), student involvement in cultural or recreational activities, alongside their involvement in institutional decision-making bodies and associative movements, is a privileged way of Complementing students' academic training is perceived by them as important in their overall education, both as professionals and as individuals. It means that the students are encouraged to enroll in the institution because they are introduced to activities that can further improve their skills and other academic programs to boost their confidence enabling them to extend the heights.

Summary of the Student's Awareness and Effectiveness of Marketing Strategy

It refers to the overall awareness and effectiveness of marketing strategy on how the SHCCI stands out from other learning institutions so that learners see value in it meet the unique needs of our current students and inspire them to tell others. Table 5 shows the summary of students' awareness and effectiveness of the marketing strategy.

Table 5 Factors that Affect Students' Awareness and Effectiveness of Marketing Strategy

Factors	Average Weighted Mean	Verbal Interpretation
1. Enrollment Motivators	4.32	Somewhat Effective
2. Marketing Channels	4.00	High
3. Marketing Message Proposition	3.10	Moderately High
General Average Weighted Mean	3.81	Moderately High

Table 5 shows that the enrollment motivators are effective for students (4.32). This means that scholarship which has the average weighted means is one factor that ignites the students to enroll in the institution. Moreover, marketing channels serve as an avenue that the students are looking into. Furthermore, the marketing message proposition is moderately high which means that the value proposition among students is responded to and catered to.

Relationship of Student's Awareness in Enhancing Marketing Strategy

This refers to students' awareness of enhancing the marketing strategy to increase enrollment. It is to assess whether these factors have positive or negative impacts on the student. Table 6 shows students' awareness of boosting marketing strategy.

Table 6 Relationship of Student's Awareness in Enhancing Marketing Strategy

Factors	Correlation Coefficient (r)	Verbal Interpretation
Enrollment Motivators & Marketing Message Proposition	1.00	Perfect Positive
Enrollment Motivators & Market Channels	0.99	Very Strong Positive
Marketing Channels & Market Message Proposition	0.99	Very Strong Positive

Table 6 shows the correlation analysis of a perfect positive correlation (r = 1.0000) between Enrollment Motivators and Market Message Proposition, showing that as the success of Enrollment Motivators increases, the effectiveness of the Market Message Proposition rises to a precise extent. There is also a strong positive correlation (r = 0.9991) between Enrollment Motivators and Marketing Channels, as well as between Marketing Channels and Market Message Proposition, meaning that surges in one of these factors are linked to growths in the others.

Difference in Students' Awareness of Enhancing Marketing Strategy on Students' Profile

This refers to the understanding of students about marketing strategy. It sometimes talks about the difference in perspective in students about marketing strategy when they are in their commonality.

Table 7 presents the significant difference in the student's awareness of marketing strategy when

students are grouped according to gender, age, and communication/ engagement platforms.

Table 7 Difference in Students' Awareness of Enhancing Marketing Strategy on Students' Profile

Students' Profile	Mean	P-Value	Verbal Interpretation
Age (18-34)	2.22	0.13	Not Significant
ender Male Female	1.67 6.67	0.17 0.05	Not Significant Significant
Communication/ Engagement Platforms (Social Media) (Website) (Other/s)	 3.00 3.00 1.75	 0.10 0.10 0.17	 Not Significant Not Significant Not Significant

Table 7 shows that the student's profile data provides meaningful information as to the characteristics of the profile and the influence of the factors on the assessed results. The results show that the factor being studied has no statically significant relationship with this age group (18- 34) since the calculated 'p' value is $0.13 > 0.05$. Likewise, the interaction with social media, websites, and other platforms does not depict any tested impacts as their corresponding p-values of 0.10 and

0. 17 are above the found cut-off for significance. However, there is a gender issue found in which the difference manifests itself from woman to man. As for the female students, the p-value score of 0.05 showed the existence of a significance level meaning, that is, the factor being measured affects female students. On this part, a p-value of 0.17 for males shows no correlation. This implies that the factor does not affect males in the same manner. These implications mean that gender is More influential in the context of the present study than age or the kind of communication media used does not appear to have an important moderating effect on the assessed result.

SUMMARY, FINDINGS, CONCLUSION AND RECOMMENDATIONS
This chapter presents the summary, findings, conclusion, and recommendations f o r this.
Study.

Summary
This study tried to find out the factors in enhancing the marketing strategy to increase enrollment in Sacred Heart College of Calamba Inc. (College Department) so that it could help the school in providing the best marketing strategy to attract students to enroll in the institution. The respondents of the study were 15 random students with a Bachelor in Secondary Education and a Bachelor of Science in Office Administration from Sacred Heart College of Calamba, Inc. This study was conducted in Calamba, Misamis Occidental on December 5, 2024. The questionnaires constructed by the researcher were based on standardized from the internet and were distributed to the respondents in the place where the research was conducted. The data gathered were all about segmentation, targeting, and positioning. The data were confirmed through survey questionnaires given to random students, especially in the first years. The data were gathered and arranged using quantitative methods and expressed in the Likert Scale form and were statistically analyzed. Descriptive statistics such as frequency count, mean, percent, and rank are considered. Pearson's Correlation was used to assess the correlation and significance of the student's awareness of enhancing marketing strategy to increase enrollment.

Findings

1. There are more female (10) respondents than the male respondent (5). The respondents are between the ages of 18 to 24.
2. The students' assessments on the following factors:
a. Awareness of SHCCI's marketing channels is somewhat effective.
b. Enrollment motivators as high.
c. Marketing Message Perception is moderately high.
3. Students' awareness and effectiveness of marketing strategy is rated as moderately high.
4. There is a significant relationship between enrollment motivators and marketing message perception.
5. There is no significant difference in students' awareness of marketing strategies to increase enrollment when students are grouped according to gender (male), age, and communication/ engagement platforms.

Conclusion

This research study of enhancing the marketing strategy of Sacred Heart College of Calamba, Inc. (SHCCI) is vital in meeting the declining enrollment rates and staying competitive in the world of education. Results showed that while enrollment motivators like scholarships, academic programs, and institutional reputation are remarkably effective mechanisms for pricing students, marketing message propositions and communication platforms were found to be moderately effective in attracting students, showing the need for improvement.

A significant relationship exists between enrollment motivators and the perception of marketing messages, which implies that students' needs, expectations, and preferences about promotional strategies would otherwise not be aligned. Age, among others, and the influence of communication platforms (social media, websites, etc.) were not significant. It found that there are gender effects to the study of the effectiveness of marketing where female students respond to the school's strategies in a more positive light as compared to males.

This is where the school needs improvement in marketing. Its approaches must be refined, including its gender-specific strategies, improvements in the clarity and attractive nature of its marketing messages, and effective use of online platforms to lure and keep students. From this, the institution can be on a better par compared to other institutions. It can then be competitively positioned to increase enrollment.

Recommendation

Based on the findings of the study, the researcher would like to present recommendations for the following:

Elaborate Gender-Specific Engagement

1. Develop engagement strategies for females because they benefit the most from the marketing efforts of SHCCI. Factors such as scholarships and career preparation linked to academic reputation are attractive to female students.
2. Deal with programs or campaigns that specifically focus on the needs or desires of female students.

Enhance Networks for Interaction

1. Maximize their use of social media and websites, as only moderately effective in the intake of students.
2. Improve and finance professional content generation to make it better and more engaging.
3. Consider bringing into the circle other newer digital tools, such as mobile applications and instant messaging services, for more effective communication and interaction concerning prospective

students.

Making use of a word-of-mouth strategy

1. Build a program through which current students and alumni refer to prospective students by offering incentives for successful recommendations. This indeed counts heavily as far as word-of-mouth marketing is concerned.

Expand scholarships programs

1. Extend more scholarships through public campaigns using social media platforms.

Promote more Open Days and Fairs.

1. Arrange more of these events, allowing prospective students to experience the campus environment firsthand and network with faculty and students.

References

1. Pokhrel, S., Tiwari, A., & Phuyal, R. K. (2018). An Impact of Education Marketing on Enrolment of Students at Private Management Colleges in Kathmandu. Journal of Business and Social Sciences Research, 1(1), 22. https://doi.org/10.3126/jbssr.v1i1.20947
2. De Ramos, J. R., & Briones, J. P. (2024). Marketing Practices of a Private Higher Education Institution in the Philippines. *International Journal of Marketing and Digital Creative*, *2*(2), 16–
3. 32. https://doi.org/10.31098/ijmadic.v2i2.2381
4. Raganas, R. M. A. (2019). *MARKETING MANAGEMENT STRATEGIES OF HIGHER*
5. *EDUCATIONAL INSTITUTIONS*. https://ejournals.ph/article.php?id=22848
6. Chen, H., Khan, S., & Kanjanarat, K. (n.d.). Marketing Strategies that Resulted in the Decision to Study at Mianyang Vocational Flight College, China. *SHS Web of Conferences*, *187*, 04012. https://doi.org/10.1051/shsconf/202418704012
7. Bin, Y. K. C. K. J. (2022). Research on Innovative Enrollment Marketing Strategy of HunAN Private Higher Vocational Colleges based on Consumer Purchase Behavior. *Zenodo (CERN European Organization for Nuclear Research)*. https://doi.org/10.5281/zenodo.6323684
8. Aman, Khairunnisa & Hussin, Norhayati. (2018). The Effectiveness of Social Media Marketing in Higher Education Institutions. International Journal of Academic Research in Business and Social Sciences. 8. 10.6007/IJARBSS/v8-i9/4657.
9. Monks, James. (2009). The impact of merit-based financial aid on college enrollment: A field experiment. Economics of Education Review. 28. https://doi.org/99-106. 10.1016/j.econedurev.2008.03.002.
10. Monks, J. (2008). The impact of merit-based financial aid on college enrollment: A field experiment. Economics of Education Review, 28(1), 99–106. https://doi.org/10.1016/j.econedurev.2008.03.002
11. Barrow, L., & Rouse, C. E. (2016). Financial Incentives and Educational investment: The impact of performance-based scholarships on student time use. *Education Finance and Policy*, *13*(4), 419–448. https://doi.org/10.1162/edfp_a_00228
12. Sá, M. J. (2023). Student Academic and Social Engagement in the Life of the Academy— A Lever for Retention and Persistence in Higher Education. Education Sciences, 13(3), 269. https://doi.org/10.3390/educsci13030269

![IJFMR Logo] **International Journal for Multidisciplinary Research (IJFMR)**

E-ISSN: 2582-2160 ● Website: www.ijfmr.com ● Email: editor@ijfmr.com

13. Internet Materials https://scholar.google.com/ http://researchgate.com/