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1. หน้าปก

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Edited by **Chayanan Kerdpitak, CK Research, Thailand**
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Ebrahim Soltani, Hamdanbin Smart University, UAE
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Vipin Nadda, University of Sunderland, United Kingdom

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2. ปกใน

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4. กำหนดการนำเสนองานวิจัย

2017 ICBTS CONFERENCE LONDON PROGRAM

The 2017 ICBTS International Multidiscipline Research Conference	
5 April 17 8.20 - 08.50 (W)	REGISTRATION & WELCOME Welcome meeting at The Imperial London Hotel Russell Square
	Session Chair <i>Professor Dr. Kai Heuer, Wismar University, Germany</i> <i>Assoc. Professor Dr. Vipin Nadda, University of Sunderland, England</i> <i>Assoc. Professor Dr. Ismail Erkan, Brunel University, England</i>
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10.31 - 10.45	Morning Break
10.46 - 12.15	<p>Session A 2</p> <p>Paper 1 (64) Cross-Sectional Study to Determine the Types of the Violence and Its Sources for A Sample of Children and Adolescents in the City of Baghdad Dr. Raghad Ibrahim and Dr. Mohammed Baqir</p> <p>Paper 2 (97) The Efficacy of Explicit Instruction on Implicit and Explicit knowledge of English Articles Faten A. Alarjani</p> <p>Paper 3(131) Life Quality Promotion for Elderly Ponpun Vorasiha</p> <p>Paper 4 (137) The Study of Sexual Health Behaviors in Adolescent Boonsri Kittichottipanich</p> <p>Paper 5 (118) ESL Students' Experience of Project-Based Learning Abigail Melad Essien</p> <p>Paper 6 (146) Satisfaction of Urination Promotion in Benign Prostatic Hyperplasia</p>

	Kanya Napapongsa, Thailand
12.16-13.30	Lunch and Join Academic Network
13.31-15.00	<p>Session A 3</p> <p>Paper 1 (17) Teacher's use of Okay in Differentiated Classes in EFL contexts Jungmin Ko and Professor Jeongsoon Joh</p> <p>Paper 1 (12) The Domestic Crusaders Registers Violence against Muslims Following 9/11 Rehab Farouk and Mona Anwar</p> <p>Paper 3 (120) Safety Behavior of Operation Staffs in Water Production and Supply Department Bangkhen Water Plant, Bangkok, Thailand Pongsak Jaroengarmsamer</p> <p>Paper 4 (111) Intention to Visit Green Hotels of Thai Tourists and Hotel Entrepreneurs Kanyapilai Kunchomsirimongkon</p> <p>Paper 5 (135) DM OUTCOME OF FOOT CARE EDUCATION PROGRAM IN DM TIPAPAN SUNGKAPONG</p> <p>Paper 6 (134) Health Problems and Needs for Health Service of the Elderly: A Case Study of Elderly in Tambon Wangtakoo, Nakorn Pathom Province, Thailand Prapaiwan Danpradit</p>
15.01-15.15	Afternoon Break
15.16 - 17.00	<p>Session A 4</p> <p>Paper 1 (201) The Portuguese Presence in the Arabian Gulf as Reflected in Local Omani Historical Narratives Dr.Hassan M Alnaboodah</p> <p>Paper 2(86) The Role of New Technologies in the Resolution of Educational Problems in West Africa Ousmane Samba BA</p> <p>Paper 3 (109) Factors Affecting Tourists Decision Making in Choosing Homestay in Amphawa District, Samutsongkram Kanamon Suwantada</p> <p>Paper 4 (107) Tourism Life Cycle Analysis and Sustainable Tourism Management for Urban Cultural Tourist Attraction: A Case Study of Koh Kred, Thailand Siripen Yiamjanya</p> <p>Paper 5 (128) Diabetes Care and Patients' Perspectives on Diabetes Mellitus in Rural Thailand: A Qualitative Study Kantapong Prabsagnob</p> <p>Paper 6 (108) Opportunity to include a Secondary Destination for Tourist Experiences with Heritage Potentials the Case Study of Khiriwong Community, Lansaka District, Nakhon Si Thammarat, Thailand Nuntana Ladplee</p>
	SESSION B
5 April 17 09.00 - 10.30(W)	<p>Session B 1</p> <p>Paper 1(84) Generation 'Y' (Millennial Tourist) Perceptions and Visitation Patterns Towards Museums Trung Kien and Dr. Vipin Nadda</p> <p>Paper 2 (10) The impact of corporate social responsibility on Egyptians' purchase intention -the case of telecommunication sector in Alexandria, Egypt- Dina ElSalmy and Ahmed ElSamadicy and Mohamed Mostafa Soliman</p> <p>Paper 3 (53) Thailand and Technological Products: A Social Sciences Case Study Darma R. Khairiree</p> <p>Paper 4 (79) The Analysis of Policies and Strategies of Buddhist and Cultural Tourism in ASEAN Community Phramaha Nantakorn Piyabhani, Saichol Panyachit, Phoobade Wanitchanon</p> <p>Paper 5 (54) Factors Related to Sports or Exercise Behaviors of Thai People</p>

	Rattana Panriansaen Paper 6 (90) A Study of the Relationship among Museum Experiential Value, Satisfaction, and Behavioral Intention - Taking National Chiang Kai-shek Memorial Hall for Example Chan-Li Lin and Sheng-Yen Lin
10.31 - 10.45	Morning Break
10.46 - 12.15	Session B 2 Paper 1 (48) Environmental Management Best-practice & Strategies within the Institutional Context: The Case of (UAE) Ahmed Zain Elabdin Ahmed Paper 2 (206) Modelling the Demand of International Tourism in UK Using Ordinary Least Square Regression Method(OLS), Polynomial Regression Analysis Adenike Adebola Adesanmi and Vipin Nadda Paper 3 (149) PEER OBSERVATION AND SELF-MONITORING IN PRE-SERVICE TEACHERS- MICROTEACHING WIPADA PRASANSAPH Paper 4 (139) The Effects of Thai Mind-Body Exercises "Rusie Dutton" on Body Weight and Blood Lipid Level in Menopausal Wome Kanit Ngowsiri Paper 5 (140) Education Program Outcomes in Pregnancy Prevention of Sex-Risk Femal Adolescents: A Case Study of Students in Samut-Songkram Province, Thailand Premwadee Karuhadej Paper 6 (141) Study of Sex Health Knowledge and Demand of Sex Health Care in Undergraduate Students Udomporn Yingpaiboonsuk
12.16 - 13.30	Lunch
13.31 - 15.00	Session B 3 Paper 1 (85) The Teaching of English Language as A Means to an End for Business Tourism Dr. Nande C.K. Neeta Paper 2 (65) Alauddin Malay King Mosque- searching for architectural symbols and identity Roslan Talib and M Zailan Sulieman Paper 3 (122) Effect of Aroma Oil Massage and Herbal Compression with Analgesic Drugs on Pain in Persons with Low Back Pain Ladaval Ounprasertpong Nicharojana Paper 4 (123) Social Support of Postpartum Mothers Based on Folk Medicine in Nakornpatom Province, Thailand Supparas Oatsawaphonthanaphat Paper 5 (136) Result of the Teaching on Promoting Perceived Self-Efficacy in Pregnancy Women for Diabetes Mellitus Prevention Napissara Dhiranathara Paper 6 (147) Exploring Health Status Among Older Adults in Urban Community, Bangkok, Thailand Luckwirun Chotisir
15.01-15.15	Afternoon Break
15.16-17.00	Session B 4 Paper 1 (21) A Study of Motivations Affect Internet Advertising Acceptance Aml DAL CANBAZOĞLU Paper 2 (58) Usage and Effect of the Open Courseware Project on Faculty Teaching in Universities in the Middle East: A Longitudinal Study Noah Kasraie and Assist. Prof. Dr. Narges Kasraie

	<p>Paper 3 (138) Result of the Empowerment Program on Promoting Perceived Self-Efficacy in Pregnancy Women for Diabetes Mellitus Prevention Petcharat Techathawewon</p> <p>Paper 4 (104) Blended Learning Model and Achievement in a Foundation of Marketing Course Narumon Chomchom</p> <p>Paper 5 (123) The Application of Palmistry Knowledge in the Diagnosis of Diseases Following the Principles of Traditional Thai Medicine Phatphong Kamoldilok</p> <p>Paper 6 (148) Comparison of Skin Appearance with Appropriate Time in Self Reflexology Area with Thai Traditional Medicine in Geriatrics Natsinee Sansuk</p>
5 April 17 (W)	SESSION C
5 Apr 17 (W) 09.00 - 10.30	<p>Session C 1</p> <p>Paper 1(44) The Impact of Corporate Social Responsibility on Corporate Reputation Capital Kritchanat Santawee</p> <p>Paper 2 (80) London Interbank offer rate volatility: The US Dollar, the British Pound, the Japanese Yen and the Euro: How it affects Multinational companies (1986-2016) Alhassan Ndekugri</p> <p>Paper 3 (72) Who are Nonvoters? Lyn Ragsdale and Jerrold G. Rusk</p> <p>Paper 4 (45) Media Literacy: Advantages and Applications A Case Study of Srinakharinwirot University Sasithon Yuwakosol and Kritchanat Santawee</p> <p>Paper 5 (52) Online Marketing Implemented on Higher Education in Thailand: A Case of International College, Suan Sunandha Rajabhat University Nalin Simasathiansophon</p> <p>Paper 6 Effect of prosodic feature awareness training on intelligibility of speech by interpreter trainees: An experimental study Mahmood Yenkimaleki and Vincent J. Van Heuven</p>
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10.46 - 12.15	<p>Session C2</p> <p>Paper 1 (47) Face-to-face learning, cross-cultural virtual teams and study abroad: Incorporating experiential learning into a multi-modal class Denise Luethge and Carole Cangioni</p> <p>Paper 2(127) Communicative Bilingual Approach in a Thai School on Vocabulary at Home and at School Suwaree Yordchim</p> <p>Paper 3 (113) New Dimensions to Administrate Human Development to Conserve Buddhism of Mahayana Chinese SECT: The Study of Mungkornkamalawas Chinese Temple, Bangk Saowapa Phaithayawat</p> <p>Paper 4 (142) Promotion of Exercises for Elderly Anchalee Jantapo</p> <p>Paper 5 (119) Development of Student Teachers' Reflective Thinking Abilities Sucheera Mahimuang</p> <p>Paper 6 (101) Development of Analytical Reading Based on the Transactional Strategies Instruction Tasaneee Satthapong</p>
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10.46-12.15	<p>Paper 1 (53) The Role of Reason and Moral Values in the Character Formation: Fārābī Example Mehmet Ata Az</p> <p>Paper 2 (54) The Motive Power of the Desire to Achieve Virtue Morality Murat Demirkol</p>

	<p>Paper 3(59) Virtual Spaces and the Cultures of Modernity: Reflections on the Centrality of Culture and the Art of Storytelling Dr. Taleb Bilal Eli</p> <p>Paper 4 (63) Painting on the Wall- Social space occupied by women as patrons of religious art in Late Colonial Sri Lanka Dulma Karunarathna</p> <p>Paper 5 (94) Morality as the Basis of Developmental Transformation of Nigeria Dr. Veronica Uduak Onyemauwa</p> <p>Paper 6 (98) Antecedents of Customer Satisfaction Levels in UAE Museum Shops Akin Fadahunsi and Salwa Osama</p>
12.16-13.30	Lunch Break
13.31-15.00	<p>Paper 1 (92) Designing an English Language Learning Intervention Programme for South African Schools and Tertiary Institutions Dr. Theophilus Mukhuba</p> <p>Paper 2 (83) Asymmetric Explicitation in Legal Translation: A Case Study of Qatari Translator Trainees Hisham Ali Jawad</p> <p>Paper 3 (73) Exploring pre-service teachers' perceptions of their pedagogical preferences, teaching competence and motivation Sadiq Abdulwahed Ahmed Ismail and Adeeb Jarrah</p> <p>Paper 4 (52) Do Well-developed Audit Plans Enhance Audit Quality? Eun-sun, Ki and Kwang-Hwa, Jeong</p> <p>Paper 5 (50) Effect of Paul the Persian's logical works on Al-Mantiq by Ibn al-Muqaffa Seyedmohammadreza Azarkasb</p> <p>Paper 6 (46) The Rule of Law: Implications of Technology-mediated Interfaces in Small and Low-valued Project Claims Dispute Resolution Udechukwu Ojiako</p>
	Conference Close
5-6 April 2017	Participation and Discussion
	<ol style="list-style-type: none"> 1. Dr. Bhasker Mukerji, Canada 2. Dr. Ahmad Alanezi, Kuwait 3. Dr. Waleed Alanzi, Kuwait 4. Dr. Seung Jeon, South Korea 5. Dr. Hyo-Yeun Park, South Korea 6. Dr. Mina Jafarabadi, Iran 7. Dr. Krupka Zoran, Croatia 8. Dr. Konstantinos Bellos, Greece 9. Dr. Omer Lans, Isreal 10. Dr. Linda Caudell, USA 11. Dr. Kerwin Swint, USA 12. Dr. Tracey Sigler, USA 13. Dr. Badriah Alhwaidi, Saudi Arabia
7 April 2017	Free day to Join Academic Network and Travel in London by Participants

5. บทความวิจัย

**ONLINE MARKETING IMPLEMENTED ON HIGHER EDUCATION
IN THAILAND: A CASE OF INTERNATIONAL COLLEGE,
SUAN SUNANDHA RAJABHAT UNIVERSITY**

Nalin Simasathiansophon*

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ABSTRACT

Online marketing is becoming important tool for today's marketing technology. This mechanism helps marketers reach more target market while enhancing profit. For higher education, online marketing has been recently applied with office marketing tools in order to attract young students who like to search on online platform. The objective of this paper are to analyze online marketing environment of higher education in Thailand as well as to exploit strategy that best appropriated with improving online marketing in International College, Suan Sunandha Rajabhat University context. The sample in this study consists of 10 academic and supporting staffs currently working in International College and 5 students. The samples were obtained by using probability sampling method - samples were selected using population list then using simple random sampling. The instrument is interview questions. Data was analyzed using content analysis method.

The results illustrated that administrative environment could help the college to operate online marketing more efficient. Meanwhile external environment could facilitate the institute to effectively reach target market. To improve strategic environment, TOWS matrix model had been introduced. The college could maximize strengths in terms of creating reliable and attractive online marketing channels. They could also offset weaknesses by using opportunities to provide faster information with high level of accuracy. Moreover, threats could be avoid by providing up-to-date content in order to accomplish customer preferences. Finally, the interviews showed that students were likely to use social media to obtain information. Nevertheless, the usage of other online marketing channels, such as the college's website was quite low. Therefore, International College should promote the website through social media and provide clearer and deeper information in all channels.

Keywords—Higher education, Marketing strategy, Online marketing, TOWS analysis.

INTRODUCTION

Recently, marketing has proved to be important factor for a successful education institute. The high rate of competition has forced higher education to create strategic marketing plan for promote their institutes. One of the strategy includes Memorandum of Understanding or MOU with foreign universities to attract students who like to study abroad. This strategic plan is, indeed, a result from The General Agreement on Trade in Services (GATS). For Thai institutes, GATS put more pressure to them since it provides opportunity for foreign universities to open their education gate in Thailand. For instance, Thailand-Australia Free Trade Agreement (TAFTA), which is an agreement on high education between Thailand and Australia, provides a good chance for Thai students to get Australian degree while study in Thailand. Thus, Thai education institute should enhance their education standard to compete with these foreign education institutes [1].

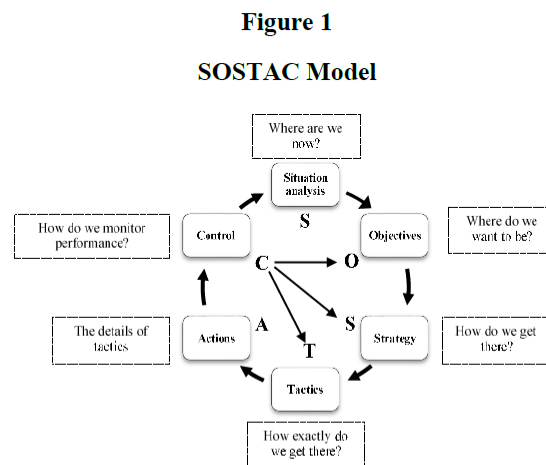
To improve education quality, an institution should combine various inputs together, such as administration, management, human resource, skills of lecturer, capital as well as student [2]. Method of improvement must be flexible with the focus on process by adopting business model to manage budget and risk [3]. This is the concept of 'students are customers' which concentrates on customer-driven marketing strategy to maximize customers' satisfaction.

LITERATURE REVIEW

1.1 Online Marketing Concept

Traditionally, marketing means the way that a company uses to satisfy customers' wants or needs. However, the new trend of marketing has been focused on maximizing value of product or service to customers according to their preferences [4]. There is a gradually increase in the usage of marketing via online platforms. Online marketing is, therefore, combining technology with marketing strategy in order to distribute product or service to the hand of customers efficiently [5]. Normally, there are two types of online marketing used within a company: click-only and click-and-mortar. Click-only refers to companies that has established only on online platforms, no physical location. Click-and-mortar, on the other hands, means companies that a physical location for their operations. This type of online marketing allows firms to pursue a various marketing channels - applying online marketing with off-line marketing.

Lately, online marketing principles has put more focus on content and the process of creating online marketing. The process of identifying online strategy can be done through SOSTAC Model as the figure shown below [6].



This model, firstly, requires a firm to evaluate their market situation, market positioning, and level of competition in order to specify marketing strategy. Secondly, objectives of doing a business need to be identified. Thirdly, analyze the target customers and marketing strategy according to the objectives. Then, the company need to find the tactics of pursuing marketing strategy and written it as a plan. Lastly, take action of the plan while controlling all functions of management as well as evaluate outcome and get the feedback from customers.

At the same time of setting a marketing plan, data collection and analysis method should also be set. There are many methods to collect data statistically, such as questionnaire, poll, log files, cookies, or web stat. As a result, this data would be analyzed to further generate appropriated online marketing channels for a firm.

1.2 SWOT Analysis

SWOT analysis is one of the method of collecting information from internal and external environment related with a company performance. Strength and weakness explain situation within the company while opportunity and threat refer to external changes outside the company that might affect the firm in the future. These information is required when a company identify its marketing strategy [7]. To develop online marketing strategy, TOWS matrix should be used to enhance weakness using strength, and resolve threat using opportunity. The TOWS matrix is illustrated in the table below [8].

Table 1
TOWS Matrix

Internal Environment External Environment	Strength	Weakness
Opportunity	SO - Matching Approach Using strength to obtain the new competitive opportunity	WO - Off-Set Approach Using existing opportunity to improve weakness
Threat	ST - Covering Approach Using strength to cover organizational objectives from threat	WT - Mitigation Approach Minimizing or mitigating threat that may affect organizational objectives

This TOWS matrix explains solution approach after doing SWOT analysis. It can tell how a company should maximize its strength through new opportunity as well as when a company should leave the market. Thus, a company can use this matrix to select the appropriate approach for their marketing strategy.

1.3 Marketing in Education Sector

The turning point of educational buyer behavior may, perhaps, come from the concept of 'student is customer.' This concept has increased a tension of competition in education sector. Reduction of budget supported by the government as well as education quality management are the main factors that forcing many institutes to promote their colleges or universities through modern marketing channels [9]. Nevertheless, understanding customers' preferences is important to identify their behaviors. Often, the customer who satisfy with product or service will recommend it to others [10]. Buyer behaviors also affect marketing activities, such as product features, and marketing strategy for a specific target group. Marketer will research these target market and identify marketing activity that satisfy customers' needs and wants.

In order to manage higher education system, administrative in terms of supporting function and academic function are needed [11]. Supporting function includes regulate code of conduct, manage internal administrative, writing a strategic plan, establish community relationship, deal with paper work, and manage budgeting and funding. Academic function refers to teaching standard, curriculum management, student enrolment, teaching and learning environment, lecturer management, student and academic affair, and organizational relation management. Marketing is used to support the main functions of education system, particularly finding fund and student enrolment. Due to the reduction of birth rate trend in Thailand, an institution needs to develop marketing strategy to attract more customers [12]. To develop marketing strategy, an institution can apply 4Ps of traditional marketing mix with 3Ps: producer, purchasers and probing [13]. To increase revenue, therefore, an institution should carefully design appropriated courses, budget, and marketing communication, in order to compete in high competitive market. In this case, applying online marketing would be an appropriated choice for an institute that has less investment. However, they still need to consider basic

infrastructure, such as Internet access, hardware and software for pursuing online marketing communication [14].

METHODOLOGY

This paper is based on a social science research using qualitative method. Data has been collected by interviewing from stakeholders; supporting staff, academic staff, and students. A sample group consists of 15 people and has been selected using simple random sampling from name lists of three stakeholders. The interview has been conducted using semi-structure interview questions. The questions had been divided into four main themes: internal environment, external environment, factors associated with online marketing communication channels, and factors associated with online marketing content. The data had been analyzed using content analysis.

RESULTS

2.1 Internal and External Environmental Analysis

The result of analysis in internal and external environment of online marketing is shown on the table below.

Table 2
Environmental Analysis

Type of environment	Summary of Finding
Internal Environment	
1. Online Marketing Administration	The administration of online marketing relies on Public Relation Division, which means it is easy to control and manage online marketing function. Information and data provided on the website must pass the permission from the head of PR Division.
2. Online Marketing Communication	It is the fastest way to communicate marketing with target market. Even though it is fast, an institute should increase a variety of choice of marketing communication to reach all targets at once.
External Environment	
1. Social factor	There is an increasing rate of adopting online marketing among higher education. The trend of connecting with others through online is an up-coming strategy that an institute can apply to reach the wide range of target group.
2. Economic factor	Applying online marketing gives a benefit to middle income families since it incurs lower cost for them to gather information about an institute when comparing with offline marketing.
3. Competition factor	Due to an increase in competition, education institutes should provide wide variety of marketing communication and public relation online. These channels should also be able to provide further information about course, program, tuition fee, etc. to students and parents.

According to the internal environmental assessment, managing online marketing system in International College is flexible because there is only one division control the system. However, in-depth information about programs or courses still needs to be enhanced. The program should take an information provider role while Public Relation Division should take only a publication role. On the other hands, external environment shown that middle income families can take benefit of online marketing to find information faster and lower cost than other methods.

2.2 SWOT Analysis

The environmental assessment can be summarized in SWOT analysis. The flexibility of system management and up-to-date information are the main strengths of online marketing strategy applied by International College. Using pictures and other graphics can attract young target market. Moreover, cost of online marketing is lower than other types of marketing communication. With the improvement of standard infrastructure in suburb areas, opportunity to introduce the college to wide range of customers is growing. Since the cost of internet is lower, customers can obtain information whenever and wherever they want. Although the college provides information on online channels, it could not cover all detail of each program. Furthermore, the variety of online marketing channels should be improved to reach the large number of customers. For threats, the competition has put more pressure on higher education institutes in terms of their marketing fund. To target more customers, they need to invest lots of money for marketing activities. This, in turn, increases cost of maintaining trust on the online marketing system to those institutes.

From the SWOT analysis, the author has developed TOWS Matrix to apply with marketing strategy of International College [15]. The TOWS Matrix can be concluded in the table below

Table 3
SSRUIC TOWS Matrix

Internal Environment	Strengths	Weaknesses
	<ol style="list-style-type: none"> 1. Accuracy and flexibility of online marketing system 2. Control by Public Relation Division 3. Up-to-date information 4. Attractive graphics 5. Low cost when comparing with other marketing communication channels. 	<ol style="list-style-type: none"> 1. Too general detail of each program 2. Less variety of channels
External Environment		
Opportunities	SO - Matching Approach	WO - Off-Set Approach
<ol style="list-style-type: none"> 1. Increase accessibility of infrastructure (i.e. internet) 2. Growth rate of online marketing users 	Use progressive marketing approach by put more pictures and graphics to attract potential customers.	<ol style="list-style-type: none"> 1. Expand channels of online marketing to cover wide range of customers. 2. Provide in-depth information for each program including activities, news, blog, and announcement
Threats	ST - Covering Approach	WT - Mitigation Approach
<ol style="list-style-type: none"> 1. High competition within higher education market 2. Perception of trust on the online marketing system through the eyes of customers 	Due to high accuracy of the system controlled by Public Relation Division, information provided in all online marketing channels can gain high trust from customers.	Minimize the effect of competition by promote each program progressively through wide range of marketing channels, including offline marketing channel.

TOWS Matrix, therefore, provides alternative approach that International College can use to compete with other institutes. Increasing strengths while off-setting weaknesses could increase the chance that customers will know the college. High accuracy of system would increase trust from customers, which will lead to a high reputation in the future. Moreover, keeping information up-to-date is the most important task in promoting the college.

CONCLUSION AND RECOMMENDATION

From the SWOT analysis, the system has high accuracy rate because it is controlled by Public Relation Division. However, there should be more information provided in all marketing channels. Furthermore, high competition means customers have low switching cost of accessing information via online marketing channels. The results from TOWS Matrix shown that International College has an effective online marketing strategy. The college has adopted progressive approach to increase number of customers. Although there are threats from external environment, International College can minimize it with the strengths. Therefore, the college should promote the programs in a variety of channels, such as social media, website, as well as other offline channels in order to obtain more customers from this high competitive market.

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