Segmenting—Targeting—Positioning (International Market)

Given management decision problem: How do we enhance the diversity of the business school's student body by recruiting international students.?

Research problems & why:
How international students decide which university to enroll in for their higher education? *This question will help us to understand which factors go into the decision making process of international students so that we may figure out how best to target and present our marketing.*

How do we determine which segment is the best to target in recruitment? *This question will help us to figure out is there a certain international population that would be best to target in our marketing.*

What is the best way to reach prospective students? *This will help us to understand which deliverables will work best on the potential market.*

Research design & why:

We plan to start our interview with exploratory research design to understand some basic information and some basic views from our respondents. After talking with them and knowing some basic views, we will choose descriptive research to interview more respondents and make some conclusive analyseanalyses by using the cross-section design.

Data collection methods & why: primary/secondary

Primary collection method is in depth interviews. This will allow us to collect data from the segments we are targeting to market to.

Secondary data will be gained through researching what business schools outside of Z business school are doing to recruit international students to their programs.(external secondary business data) We will also be interviewing the Dean of the WPI Business School and Director of WPI Graduate Admissions to understand their international recruitment approach. (internal secondary data-customer database)

Procedures & why:

First of all, we will start with secondary data collection by interviewing the dean of WPI business school and get some online data of about what other business schools do from internet.

After that, we will start to think about our depth interview questions and interview 1 or 2 people to make sure they understand what we want to know.

Lastly, for primary collection we will conduct approximately 60 min long in-depth interviews with students. We will transcribe these interviews and share for reviewanalyze them using NVivo 11 with other group members. This will ensure understanding of interview outcomes.

Sample description & why: International business students at WPI. This will give us the ability to ask them questions that led to their decision making process in attending WPI.

Sample size & why: We will interview eight8 international business students (4four Cchinese students and four4 students from other international countries). Each group member will interview two students each. This will allow us to get a variety of data from different target student segments.