

Integrated Internet Marketing for Universities: An Assessment of the Quality of Integration

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With the decline in the government budget allocated to Egyptian higher education and facing what is called "Increased social demand" for higher education, the Egyptian government approved the establishment of private universities in 1992. And with the increasing number of private universities in Egypt and strong competition among them to attract the largest number of Egyptians and foreign students, the importance of using various marketing communication activities and integrating them at the same time has increased, in order to create awareness, form a positive image, develop positive expectations among prospective students about the services provided, attract potential students along with maintaining current students and build positive relationships with them. This study aims at assessing the level of effectiveness of the universities' websites in achieving their marketing communication objectives and developing good relationship with students. In addition, the study will assess the quality of integration within the content of the university's marketing communication activities. The paper argues that the inability of the sites to highlight the competitive advantages of the universities, providing students with sufficient information to take the enrollment decision, loading

up-to-date information on the sites, achieving consistency within the content of the university's marketing communication activities', designing the sites in attractive way and facilitating the use of the sites to find needed information. Also the content analysis of the brochures and websites shows that the general quality of integration within their content needs improvements as the analysis shows medium level of creative, promotional mix and corporate integration.

Key words: - Integrated Internet communications - Planned behavior - quality of integration- Egyptian private universities.

Methods of research

Design/methodology- To find out the level of effectiveness of universities' websites in achieving their marketing communication objectives and developing good relationship with students, data will be gathered from a sample of students enrolled in four Egyptian private universities in Cairo by using a questionnaire. Also, in assessing the quality of integration among the marketing communication activities used by the same universities, the content of official websites and brochures will be analyzed to find out the level of in-

tegration. The study will depend on theory of "Planned behavior and quality of integration assessment profile" in developing a model that can be used by universities in achieving integrated internet marketing.

The Sample

The study was conducted on a random sample of (182) students enrolled in four Egyptian private universities (1). The sample represents the students from different years, programs and sex to discover the impact of marketing communications on their decision behavior whatever their differences. The sample includes different academic years as students in the first year represent (33%), second year (34.6%), third year (10.4%) and final year (22%). The sample represents male students (35.4%) and female (60.6%). Also, it represents students enrolled in practical studies (as the study of medicine, engineering, dental...) (21.9%) and students enrolled in faculties that specialize in theoretical majors (78.1 %).

Introduction

Before (1996) only two private institutions for higher education were in Egypt; The American University- which was founded in (1919) - and the Arab Academy which was founded under the umbrella of the Arab League, but after the issuance of the law (101 / 1996) many private universities were established in Egypt and they increased to be (19) universities in 2013.

And because the state universities in Egypt are offering free education for all students, private universities with high expenses are seeking to attract students with scores that do not allow them to join state universities or students who are seeking education with certain attributes or distinct possibilities that private universities are

trying to provide for students in pursuit of excellence for other universities.

Although private universities in Egypt have become a fact and attract large numbers of students, views around them are still different, because of many ideological, economic and social issues that related to settled principles of equal opportunities, the right of free education for all, the occurrence of social mobility through education, against other views related to economic situation of Egypt that limits the ability of applying these principles, the burden of free education on the state budget and the need to rationalize government spending on higher education and making benefit of the participation of private capital in financing higher education (Al-Dahshan, 1992:61).

And still the debate continues about the effectiveness and efficiency of these universities, as one of the studies that aimed to analyze the reality of private universities in Egypt, that argued private universities in Egypt have their own set of pros and cons, and the most important pros indicated by the study were to reduce the financial and administrative burden of the government through self-financing, provide an opportunity for Egyptian students who were unable to enter neither public universities nor European universities. The main negatives showed by the study were the conflict between the establishment of private universities and the principle of equal educational opportunities besides the simplification of materials and courses to suit the level of some students may affect the quality of education (Saed, 2006: 31).

As a result of this continues controversy, which is raised frequently by the media, it becomes increasingly difficult for students and their parents to make decisions to attend private universities in the first place, and then choosing one of the available private universities to enroll in. This competitive environment in which different views are arise impose on private universities to do a lot of educational, ad-

ministrative and marketing efforts to overcome the opposed views and present educational service with high quality that gives them a distinctive position among other competitive universities whether public or private.

Literature Review

A number of Arab and foreign studies were interested in finding out the impact of marketing activities carried out by the universities to form the behavioral intentions of targeted audiences, develop a positive image towards universities as well as a number of other researchers were interested in evaluating these activities. Boulding, Kalra, Staelin & Zeithaml research that was conducted on 177 students in one of the American universities indicates that marketing communications activities carried out by the University and competitors influence in shaping initial expectations of individuals about the quality of the educational services provided which thereby forming their intention to join it, and those individuals develop their expectations whenever they get additional information related to the provided educational service, word of mouth, or marketing communications activities, or direct experience resulted from dealing with the service providers (Boulding, Kalra, Staelin & Zeithaml, 1993: 7-26). (Willis & Kennedy) study confirmed the previous results, where they find out through in-depth interviews with 97 students enrolled in international learning programs, whether in Hong Kong universities or universities abroad, that the marketing communication activities provided by their universities had a role in forming their expectations about the educational services and their intentions to enroll in (Willis & Kennedy, 2004: 15-18). Also, there are many evidences that prove the relationship between communication activities carried out by the universities and the formation of positive image that contributes to the achievement of a high degree of loyalty. Ching-Huel

Chen study tried to find out the relationship between marketing activities that were implemented by a number of universities in Britain, America and Australia and 518 Taiwanese students' loyalty, the study proves that marketing communications activities have had a significant role in the formation of the students' intentions to complete their undergraduate degree (Ching, 2003: 175). Also, Chitty & Souter study that was conducted on 221 students in one of the Australian university argued that marketing communication activities of the university contributed to the formation of a positive image about the university that lead to a high degree of loyalty (Chitty & Souter, 2004: 5). This loyalty many studies have confirmed its impact on the students' participation in the educational process (Thurau, Langer & Hansen, 2001: 332). Also, Sung & Yang conducted a survey on 1642 students in one of the university in South of Korea and found out a positive relationship between the amount and continuity of official contacts made by the university with its students and the formation of a positive image about the university (Sung & Yang, 2007: 17).

Some researchers were interested in evaluating the marketing communication activities that are used by the universities. One of the studies analyzed the content of 129 universities' brochures that are issued by 16 educational institutes in England and they found out a high level of constant among the elements of these brochures as they focused on the use of slogans that used to emphasize the universities, care with their audiences (Meg, Ball & Macrae, 1999: 291-308).

A large number of studies agreed on the existence of a set of challenges that hinder the development, implementation and evaluation of integrated marketing communications within the higher education sector. For example, Holm concluded in his study that was conducted on two educational institutions in Sweden that educational content that is taught in these institutions fo-

cuses on the theoretical aspects in this area, which refers to the simplification and lack of depth and professionalism in dealing with this concept by specialists, who may lack management skills, strategic communication programs catalog (Holm, 2006: 33). This result was also proved by Kerr, Patti and Chien study that analyzed the curriculum of integrated marketing communications in 30 of Australian and Newzeland universities and found that most of what is taught in these courses approaching the content of the traditional marketing communications in general, and advertising courses in particular (Kerr, Patti and Chien, 2004: 5). Sevier study found out in his study on four American universities that the main obstacles faced by applying the concept of integrated marketing communications within universities to build her brand was the lack of attention to the development of clear and constant messages of the institutions' messages, and the lack of involvement of the internal audiences especially the students in the events held by the university as a good source of information (Sevier, 2007:5). Luo found that the implementation of integrated marketing communications in two American universities was hindered by the Lack of employees who are working in communication departments to skills needed to manage the university contacts with different audiences (Luo, 2009: 24).

The Quality of Integration Assessment Profile:

In order to assess the quality of integration within the marketing communications that used by studied private universities, we must first agreed on that integrated marketing communications (IMC) is the major communications development of the last decade of the 20th century . IMC - in its practical guise - attempts to combine, integrate, and synergize different elements of the communications mix, as the strengths of one are used to offset the weaknesses of others (Kitchen,2005: 73).

The research concerned with assessing the

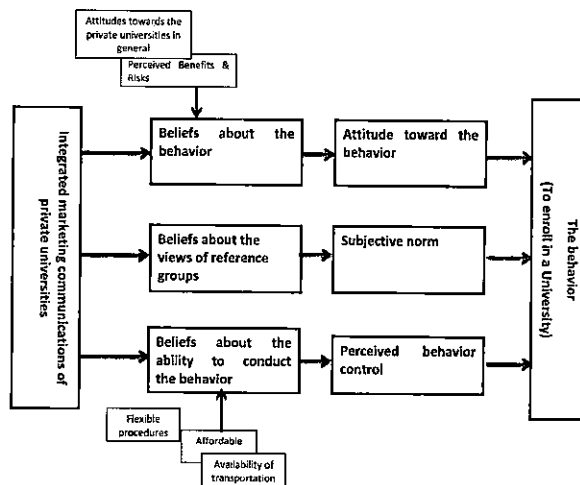
quality of integration among marketing communication activities. This assessment method was developed theoretically by "Pickton and Hartley" in 1998 to evaluate the quality of integrated marketing communications used by institutions (Pickton & Hartley, 1998: 465). They emphasized the importance of achieving integration by integrated nine dimensions; promotional mix integration, promotional mix with marketing mix integration, creative integration, Intra-organization integration, Inter-organization integration, Information and database systems, Integration of communications targeted towards internal and external audiences, integration of corporate and unitized communications and geographical integration. The study chose three of these dimensions to assess the quality of integration within each university's communication activities by analyzing the content of the university's websites and brochures to find out the level of creative, promotional and corporate communication integration. The study developed some categories (Table 5) that used in measuring the integration within chosen dimensions on a scale of four levels as; strong, medium,

weak integration or no integration at all.

Planned Behavior Theory: This research is concerned with the theory of planned behavior to find out how the studied universities are using the content of their communication activities specially their official websites in marketing their universities and influence their target market decisions. This theory argues that three major variables are affecting the behavioral intentions of individuals and the behavior too (Bayliss, Krisjanous & Wiley: 2004: 73). These variables are attitude toward the behavior, subjective norm and perceived behavior control. According to this theory, individuals conduct the behavior if they have strong attitudes towards the behavior, belief that others support this behavior, and have the capabilities and the resources necessary to do the behavior (Chen, 2003: 76). The study will try to discover how the marketing communication of the private universities uses these variables to affect the decision-making of the students to enroll at the university.

The following figure shows the application of the theory of planned behavior on the subject of the study and its var-

Figure 1: The application of the theory of planned behavior on the subject of the study



tables:

The previous figure shows that there is a set of variables that integrated marketing communications used by the private universities can use - which can be considered as independent variables- to increase the effectiveness of marketing communications for universities and its role in making decision to join the universities as a dependent variable. The study will measure the impact of the three studied variables that used by the marketing communications of universities on the students' behavior by conducting a survey on a sample of students to discover how it affects their attitudes towards joining a private university, perceived benefits and risks from this behavior. The study also tries to measure the impact of marketing communications on students' beliefs about the views of reference groups and how did they used celebrities and trusted people to affect their decisions. The survey also aimed at finding out how the marketing communications facilitate procedures and steps to join the university by focusing on easy transportations, dorms, needed papers and employment.

Analyzing that content according to the theory and comparing the elements used with the most important reasons that affected students' decisions to select a university to enroll in will measure its effectiveness.

Findings and analysis

The findings of the study will be presented in three sections. The first one will present the results of the field study while the second will present the findings of the websites content analysis and the third will assess the level of integration between each university's websites and the brochures.

The findings of the field study survey

The results shows that a large number of students (48.3%) started to think in the enrollment in a private university during their high school, while (35.2%) of them started to think in enrolment after graduating from high school and knowing their scores and

the rest of the students (16.5%) started to think in joining this type of education while they were in a public university.

Pearson's Correlation test indicates the absence of a relationship between the stage that students began to think in joining a private university and the type of the study they would join (practical or theoretical) and this means The majority of the students are still waiting for the appearance of the result even take a decision whether to join a public or a private university.

Table1. Illustrates the rank of factors that affected the students' enrollment decisions

Table 1. The factors that affected the enrollment decisions

Reasons to take enrollment decisions	weighting	Percentage
Certificates' validation	522	21.8
University's good reputation	419	17.5
The effect of friends	349	14.6
New specializations	328	13.7
Getting extra foreign certificate	129	5.4
Short distance to home	111	4.6
The affordable universities' fee	85	3.6
Availability of training courses	74	3.1
High social standards	67	2.8
The effect of family	66	2.7
Availability of transportation	53	2.2
The effects of parents	53	2.2
Huge numbers of students in public universities	49	2.1
The effect of ads	31	1.3
Various social activities	26	1.1
The effects of schools teachers	17	0.7
The media coverage	16	0.6

In ranking reasons that led student to choose a university among alternatives (Table.1) ; factors that affect student attitudes towards the university came in the forefront of factors that influenced their choice, such as Certificates' validation and University's good reputation. Also, the study results emphasized the importance of friends support to join in a certain university and this is refers to the students' subjective norms as they preferred to con-

duct the behavior which is supported by friends as a reference group. The study argues that factors which refers to an individual's ability to conduct the behavior- Perceived Behavior Control - came in the back of the factors that influence decision making.

And because the majority of the students (75.2%) had not made their decision about a certain university from the beginning, most of them (73.6%) searched for information about various universities to compare between them.

Table 2 illustrates the Students' information sources about the universities before making the decision of enrollment.

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Table 2: Students' information sources about the universities

Information sources	%
Family and relatives	43.5
Visits to the universities	34.6
Friends	32.5
Official website	27
Advertisement	13.7
Parties	8.2
Facebook (social network)	6.6
Universities' publications	4.4
Media coverage of the universities	4.4

Table.2 illustrates that family, visits to the universities' campus, friends and official websites were the most important information sources that provide the students with information they need about the universities while the advertisements and publications came at a late stage as a source of information. These results emphasized the importance of personal communication in decision making process. It also emphasized the importance of the official websites as one of the most important sources of information about universities as they have ability to provide the students

with a lot of information through multiple pages of the site and also the presence of hypertext that enables students moving to the inside or off-site, in addition they are more appropriate for young people in terms of their ability to view pictures of the University and its various activities and the use of sound effects. And this is what "Gray and others - 2003" argues in their study that have been conducted on 1096 students studying at private universities, institutes and secondary schools in Malaysia, Singapore and Hong Kong as they found that Web sites came in the forefront of students' sources of information about foreign universities they want to enroll in (Gray, Fam & Llanes, 2003: 109-115).

Despite the eagerness of all studied universities to issue brochures with high print quality, the results showed that these publications came in the back of the sources that students depended on in getting their information and this may be due to the fact that print media in general is not one of the means by which young people generally keen on exposure to them, in the interest of modern information sources such as the Internet.

Also the study aims at assessing marketing communication activities in general that carried out by the Universities and it finds out that only (32.4%) of the students remembered these activities as few of them remembered the activities that carried out by the official website of the university (18.9%), billboards(13.7%), TV ads (13.2%) and newspapers ads(10.5%). This result may indicate weak attention of private universities marketing communicative activities in terms of diversity and appropriate to the nature of the target audience. The majority of the sample who remembered these activities (74.5%) indicates that the information was obtained through activities was enough to some extent in introducing them to the university and providing them with necessary information that helped in the decision, while (30.5%) of the sample indicated that the information they received were not suf-

ficient at all as (97.5%) of them mentioned that the information did not clarify fields of work for their graduates, (65.8%) social activities that students can join at the university , (31.7%) the system of the study and (17.1%) the fee of the university. Most of those students (73.1%) get the needed information by visiting the university , (58.5%) visits the site of the university , (48.7%) asked their friends and relatives and finally (39%) tried to get this information by phoning the university.

When comparing between the factors that affected the students' decisions to enroll in their universities and what the marketing communication activities focused on; the results in table .3 illustrates a strong focus on the factors that have a role in forming positive attitudes towards the university as the university's good reputation, Certificates' validation and Getting extra foreign certificate and this means their activities focused on the same factors they considered when taking the enrollment decision (Table.1). Also, the communication activities emphasized the factors that show the ease of joining the university (Perception Behavior Control) as the ease of application procedures, the affordable universities' fee and the availability of transportation. Although the subjective norms are very important in affecting students' decision making (table.1), the communication activities of the studied universities did not focus on factors that relate to them strongly as the support of celebrities and opinion leaders and the recommendation of graduates and current students.

Table 3. Factors had been used by the universities' marketing communication activities

The main objective of this study is to assess the level of effectiveness of the internet use by universities in achieving their marketing communication objectives and developing good relationship with students. The results indicate that (73.6%) of the students visited the official website of the university they enrolled in to get information

they needed. The students argued that they know about the website by searching on the internet (61.1%), or some of their friends (31.3%) and only (20.1%) said they knew about it from the university ads and publications and this means universities should announce and promote for their websites to provide their audiences with information they intend to send and this will prevent their audiences from receiving unintended communication by their competitors.

When evaluating the credibility of the website content in comparison with the real services provided by the university, most of the students gave a positive evaluation to the credibility of the websites as (84%) said that what was on the site of the university about the outstanding level of academic study matches with the actual reality of the study in the university. Also a large number of respondents (69%) relatively agreed on what was on the site of the university about the efficiency of faculty members with what they found in the university. Although a large number of students agreed on the credibility of the information on the site about the availability of training opportunity (73%), Certificates to gain practical skills (72%), students' activities (72%), availability of transportation (67%), attention to students' opinions and suggestions (68%), well equipped facilities (67%), the majority of the students (81%) argues that the information about offering job opportunities to the students did not match with what they discover after that. The results emphasized the inability of the site to clarify or highlight the competitive advantages of the university (64.2%), insufficient information provided by the website to make the decision to enroll in the university (58.5%), un-updated information on the site (58.1%), inconsistency of the information within the content of the university's marketing communication activities (49.5%), the non-attractive design of the site to commensurate with the nature of the students (45.2%), and difficulty to use the site and

Table 3. Factors had been used by the universities' marketing communication activities

Factors	Very strong	Used Moderately	Had not been used
	%	%	%
University's good reputation	71.2	23.7	6.8
Certificates' validation	66.1	20.4	10.2
Getting extra foreign certificate	49.1	33.9	11.8
Ease of application procedures	45.7	37.3	11.9
The support of celebrities	42.4	42.4	13.6
New specializations	37.3	40.7	13.6
The affordable universities' fee	30.5	40.7	18.6
Availability of transportation	32.2	40.7	16.9
Various social activities	25.4	25.4	20.3
Graduate recommendations	1.7	37.3	45.8

find needed information (42,5%).

When assessing the interactivity of the websites the majority of the students approved the absence of the communication between them and the universities via their websites as (70.9%) agreed on the fact they cannot use the website for their suggestions and complains and (59.9%) said they cannot communicate with their universities via the internet. Only (37.9%) of the students said that their universities use the websites as a communication tool. As (92.4%) said the universities use the websites to announce the exams dates, to answer the students complains and queries (60.8%) and (21.5%) said websites have been used as a way to announce the assignments.

Websites content analysis

The websites of private universities are one of the tools that can be used to achieve their marketing communication objectives. Websites can be used as an advertising and marketing channel at the same time through which direct distribution of the education service can be achieved, the num-

ber of sites visitors can be calculated and access to their data as well, and this allows marketers and communicators to direct information to them and achieving interactivity between the educational institution and their target audiences.

The findings emphasized the sites ability to achieve a clear view of the available information on their websites as they organize the presented information in organized categories to make it easier for the visitors to reach the information they seek without consuming a long time in the search process.

Not all the websites could employ the language used in presenting their content to fit all the target audiences as all of them used the English language while only two of them used both the Arabic and English language ignoring a large scale of audiences cannot read the English language. Also, all the websites used a proper font as they range between 10:14 and clear theme fonts for visitors - Times New Roman , Arial and Verdana- and this is what many

studies agree on its suitability for reading (Bernard, Liao & Mills, 2001), (Bernard , Chaparro, Mills & Halcomb, 2002: 87-96) (Bernard , Chaparro, Mills & Halcomb, 2003: 823-835).

The study finds out the interest of all the universities' websites in the use of hyperlinks as all of them used the internal hyperlinks to announce the conferences and events held or will be held by the universities, other aspects related to the university system and the activities of the students. Most of the universities used the external hyperlinks to connect visitors with the foreign universities they have cooperation agreements with them to give students additional benefits. While the content analysis argued that all the websites display traditional photos that show the universities' buildings, facilities, lecture halls, libraries, laboratories and clinics in the universities, some of the web sites display interesting pictures reflecting the attractiveness of social life within the universities, such as gatherings of students, trips, sports, activities and charitable activities by the students, which is commensurate with the nature of students age and is compatible with their interests and this is what some studies proved about a strong relationship between the attractiveness of social life within the universities and taking the decision to enroll in (Capraro, Patrick & Wilson, 2004: 94-101).

When analyzing the content of the website depending on the theory of planned behavior, the findings argued that all the websites do care about providing the websites visitors' with information that can affect their attitudes positively towards the universities such as the quality of the education, the accrediting of their certificates, opportunities of their graduates, qualified staff, highly equipped labs and lectures and advanced curriculum besides all the competitive advantages of each university in comparison with others as cooperation agreements with other universities and education centers or employment companies or students dorms. Also all the web-

sites focused on factors that increase the ability to conduct the behavior (perceived behavior control) as scholarships, discounts and the availability of transportations and this is what wards (Wards, 1985: 1), William (William, 1985: 68) and A.Hamid & Sessi (A.Hamid & Sessi, 2002: 220-223) studies proved as they argued that Tuition is one of the main factors that determine the amount of competition between private universities and have an effective impact on student enrollment. Also, all the websites mentioned the required documents for enrollment to save the students time and effort before coming. Although the websites facilitate the enrollment process for Egyptian students, it does not give enough attention to international students as most of them do not develop ways to register or choose courses or do payment through their sites. The analysis proved limited attention to factors that show the acceptance of the reference groups about the enrollment behavior (subjective norms). Only one site focused on referring to the statements of a number of students won in a competition organized by the university, the opinion of the graduation projects judges from famous agencies. Although all the websites provide the sites with up to date information relating to the university faculties, systems and events, there was a lack of interest of some websites in updating some of the in-

formation already existing on the site, and delete old ones as the staff and schedules. When analyzing the level of interactivity, the study discovered that all the sites providing the possibility of communication between the university administration and their target audiences through e-mails but most of them have limited interest in offering the possibility of expressing the students' opinions about the provided services, as only two universities offer their students the opportunity to express their complains and suggestions. Only one site uses the RSS service that enables the university to send information to participants. Also most of the universities facilitate the courses registration via the websites and announcing the results of the exams.

Assessing the level of integration

The findings of this section sake to assess the level of integration between each university's websites and the brochures within some dimensions as the promotional mix integration, corporate communication integration and creative integration (table 4). Assessing the quality of integration depended on a content analysis of the official websites of the studied universities⁽²⁾ and the brochures they issued for the general publics (for the academic year 2013-2014) and measuring the level of integration among the previous dimensions, where a set of categories were developed to assess the level of integration. Level of in-

tegration will be classified as; strong, medium, weak integration or no integration at all. The following table (table 4) will illustrate methods of measuring the integration within each dimension

Table 4. Methods of measuring dimension of integrated marketing communication

The following table (table 5) shows the level of integration within the communication activities for each University.

Table (5) illustrates that the general quality of integration of marketing communications activities needs improvements. When assessing the level of integration results showed that only one university could achieve a strong level of creative integration between its website and brochure via achieving a consistency between the overall design of its brochure and the website in terms of the colors of the logo and the backgrounds and the font used in writing, which emphasized the personality of the university and the effectiveness of its marketing communication activities and high level of integration. Also the results shows weak level of creative integration of one of the studied university as different fonts of writing and colors were used in the designs, logos and the background in both of the website and the brochure for the degree they seemed to be issued from two different institutions.

Analyzing the content shows medium level of promotional mix integration for all the studied universities as there were limited consistent within the information provided by their websites and brochures. Also most of the websites and brochures – except one university- used the English language in presenting their content and this means they are targeting the audiences who know this language even most of these universities have Arabic departments for students who do not speak English. In the time all the websites of the universities focused on diversification in their content and the use of images and colors, Most of their brochures presented their content in an editorial style, where in-

Table 4 Table 4. Methods of measuring dimension of integrated marketing communication

Dimensions	Methods of measuring
Promotional mix integration	Consistency within universities' messages.
corporate communication integration	all the communication activities work on creating a special identity and position for the universities
creative integration	Integration of creative themes, concepts and messages to create a special identity for the university

Table 2. Assessment of the level of integration between university's websites and the bro

Dimensions		Level of integration	The universities			
			AC U	MTI	MIU	MUS T
creative integration	Integration of creative themes, concepts and messages to create a special identity for the university	-strong	√		√	
		-medium		√		
		-weak				
		-no integration at all				√
corporate communication integration	All the communication activities work on creating a special identity and position for the universities via focusing on the competitive advantages of the universities that enable them to get an advanced rank among the target audience.	-strong				
		-medium	√	√	√	√
		-weak				
		-no integration at all				
Promotional mix integration	Consistency within universities' messages.	-strong				
		-medium	√	√	√	√
		-weak				
		-no integration at all				

formation is presented in the form of points and tables under the main titles or sub-titles without trying to use the images to get out of the typical design of traditional brochures, in addition most of the brochures did not show the social activities the universities prepared for their students to attract targeted students. Also the results showed inconsistency between the information in some brochures and the images that used with it.

When assessing the corporate communication integration the results showed medium level of corporate communication integration. Although the content analysis of the websites argued that all the analyzed websites focused on the competitive advantages of the universities, the content of the brochures focused on a limited number of advantages that are only relating to academic aspects without interest in the advantages that are related to other activities that can be shared by the student or the social life they can enjoy in the university or the collaboration with foreign universities.

Conclusion

Despite the importance of the Internet in achieving the marketing communication objectives of any organization this paper argues that the inability of the Egyptian private universities' websites to highlight the competitive advantages of the universities, providing students with sufficient information to take the enrollment decision, loading up-to-date information on their sites, achieving consistency within the content of the university's marketing communication activities, designing the sites in an attractive way and facilitating the use of the sites to find needed information. Also the content analysis of the brochures and websites shows that the general quality of integration within their content needs improvements as the analysis shows medium level of creative, promotional mix and corporate integration. The Study was conducted on a sample of (182) students enrolled in four Egyptian private universities by using a ques-

tionnaire. Also, in assessing the quality of integration among the marketing communication activities used by the universities, the content of official websites and brochures will be analyzed to find out the level of integration. One of the most important findings is that a large number of students started to think in the enrollment in a private university during their high school and this is an important result to private university because it indicates the importance of starting the marketing activities with students in high schools. Also when the students ranked the reasons that led them to make their decision among alternatives, attitudes towards the university came in the forefront of factors that influenced their choice, such as certificates' validation and University's good reputation. Also, friends came in the third order and this is refers to the students' subjective norms as they preferred to conduct the behavior which is supported by friends as a reference group. The study argues that Factors which refers to an individual's ability to conduct the behavior- Perceived Behavior Control - came in the back of the factors that influence decision making. The results illustrates that families, visits to the universities' campus, friends and official websites were the most important information sources that provide the students with information they need about the universities while the advertisements and publications came at a late stage as a source of information. These results emphasized the importance of personal communication in decision making process. It also emphasized the importance of the official websites as one of the most important sources of information about universities as they have ability to provide the students with a lot of information through multiple pages of the site and also the presence of hypertext that enables students moving to the inside or off-site, in addition they are more appropriate for young people in terms of their ability to view pictures of the University and its various activities and the use

of sound effects.

The content analysis findings emphasized the use of a clear view of the available information on the websites as information was organized and presented in classified categories to make it easier for the visitors to reach the information they want without consuming a long time in the search process. Although the content were presented with a proper font and clear theme fonts, some of the websites could not employ the language used in presenting their content to fit all the target audiences as all of them used the English language while only two of them used both the Arabic and English language ignoring a large scale of audiences cannot read the English language.

When analyzing the content of the website depending on the theory of planned behavior, the findings argued that all the websites do care about providing the websites visitors' with information that can **affect their attitudes positively** towards the universities, their beliefs about their ability to enroll (**perceived behavior control**) and they pay limited attention to factors that show the acceptance of the reference groups about the enrollment behavior (subjective norms). Depending on the "quality of integration assessment profile", content analysis of the brochures and websites will be used to assess the level of integration within each university's communication activities. Three dimensions of the model had been measured as the promotional mix integration, corporate communication integration and creative integration. The assessment proved that the general quality of integration within communication activities content needs improvements as the analysis shows medium level of creative, promotional mix and corporate integration as only one university could achieve a strong level of **creative integration** between its website and brochure via achieving a consistency between the overall design of its brochure and the website in terms of the colors of the logo and the

backgrounds and the font used in writing, which emphasized the personality of the university and the effectiveness of its marketing communication activities and high level of integration. A medium level of **promotional mix integration** for all the studied universities communication activities were achieved as there were limited consistent within the information provided by their websites and brochures. Also most of the websites and brochures used the English language in presenting their content and this means they are targeting the audiences who know this language even most of these universities have Arabic departments for students who do not speak English. Besides most of their brochures presented their content in an editorial style, where information is presented in the form of points and tables under the main titles or sub-titles without trying to use the images to get out of the typical design of traditional brochures, in addition most of the brochures did not show the social activities the universities prepared for their students to attract targeted students and this was different from the way the information presented on the sites where they focused on the use of photos and images. When assessing the **corporate communication integration** the results showed medium level of corporate communication integration. Although the content analysis of the websites argued that all the analyzed websites focused on the competitive advantages of the universities, the content of the brochures focused on a limited number of advantages that are only relating to academic aspects without interest in the advantages that are related to other activities that can be shared by the student or the social life they can enjoy in the university or the collaboration with foreign universities.

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