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Dissertation Proposal

LCBB6000

BA Business Management

***Is digital marketing the future for recruiting
students to UK University? The lessons learned
from Covid-19***

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1.0.CHAPTER 1: INTRODUCTION

1.1.Background

In the year 2019, there was a disease named "Covid 19" had come into the life of people to cause massive change. From the health side and all affected people to the negative implications on the economic side (International Finance Corporation, 2021). COVID-19 is having a huge impact on tertiary education worldwide. The closing of the border, limitations on aviation capacity, required quarantine upon arrival in the country, mass gathering restrictions, and social alienation are all issues for higher education (HE) organizations (Brammer and Clark, 2020). In this insecure and highly volatile environment, certain industries were hugely affected. Those who showed greater flexibility have the chance to survive (Khlystova *et al.*, 2022). Businesses change due to the opportunities for digital marketing platforms.

According to Desai (2019), digital marketing became more sophisticated during the 2010s with the improvement of mobile phones and their abilities to access digital media. Digital marketing tactics like Social Media Marketing (Facebook, Twitter, Tik-Tok, Snapchat, and others), Content Marketing (eBooks, online brochures, etc.), Email Marketing, Pay-per-click (PPC) and others are been used from small, medium, and large corporations for Marketing.

Perez (2020) indicates that the digital revolution transforms all areas of life. The global population that subscribed to mobile apps and devices accounted for 67 percent in 2019 of which more than 65 percent used smartphones. Many people continue to download digital apps for business and personal usage and 3.8 billion people were actively using apps in social media as of the year 2020.

“Respectively this paper aims to raise the question Is the digital marketing the future for recruiting students to UK University?”

1.2.Purpose of the Study

The purpose of this research is to investigate Higher education sector how it is affected. Furthermore, evaluation of the main advantages of digital marketing will be made upon the available methods of data collection. In this direction, the research will use the real-life case study of Elizabeth school of London and more specifically how the agency is able to use the digital marketing tools in its recruiting efforts. That aim to illustrate the situation from a more practical perspective.

1.3.Proposed Aim of the Study

The proposed study aims at examining the student recruiting environment in the educational sector by using Elizabeth School of London. The research aims to demonstrate how digital marketing help businesses to reach its targeted group of potential students.

1.4.Objectives of the Study

The study will fulfill its purpose by achieving the below main research objectives:

- To evaluate the main advantages of digital marketing for the Education sector.
- To understand which tools and channels are more applicable to the chosen business (Student Recruitment).
- To understand more about the required resources needed to implement the social media strategies.
- To investigate about advanced technology tools used in the student recruitment process.

1.5.Research Questions

The research will achieve the objectives by answering the below research question.

- What challenges do Education sector in London face during the COVID-19 pandemic?

- What are the various digital marketing programs student recruitment agency use in London?
- What are the advantages of digital marketing for the student recruitment agency in London?
- Which tools and channels are more applicable to the education undertaken at the Elizabeth School London?
- What are the required resources needed to implement social media strategies at Elizabeth School London?

1.6 Background of the Elizabeth School of London

Elizabeth School of London was established in 2011 at Canary Wharf (Elizabeth School of London, 2022). The main objective of Elizabeth School is to be a recruiter of students which has transformed into a full institution. The institution is currently diverse in terms of the staff in over 35 countries accounting for more than 25 different languages. Embracing digital marketing would be crucial in enhancing its operations and other activities on various campuses across the world (Elizabeth School of London, 2022).

a. Research Gap and Contributions

The outbreak of COVID-19 and its spread impacted learning institutions. The educational sector in the UK was hit hard by the closure of many educational institutions. Students, schools, and other learning institutions were closed which affected more than 800 million learners worldwide. As a result, 1 in 5 learners could not attend learning classes (Wang *et al.*, 2020).

In that situation, Elizabeth School of London ventured into virtual recruitment processes using various digital platforms to engage students. Irrespective of such impacts and benefits of digital technologies, limited information expounds on how businesses and student recruitment

sectors use digital technologies to overcome challenges brought by the COVID-19 pandemic. The existing gap brought by limited information warrants the present study.

The evaluation of the main advantages of digital marketing will be made upon the available data collection methods. In this direction, the research will use the real-life case study of the Elizabeth school of London to illustrate the situation from a more practical perspective which will contribute to the body of literature for future studies.

b. The rationale of the Study

By the case study of Elizabeth School, this topic will offer a better understanding of the impacts of COVID-19 on Higher Education in London and the importance of digital marketing to overcome the COVID-19 challenges. The topic helps the research identifies the opportunities that digital technologies pose for Higher education in marketing to overcome the challenges of COVID-19 focusing on student recruitment sector in London. The topic will expound on the various digital technologies that would enhance marketing.

c. Outline of the Research

This proposal will be followed by research dissertation. The proposed dissertation will entail six chapters. Chapter one will be an introduction followed by a literature review. Chapter three will be methodology followed by results, discussion, and conclusion. The introduction is about the aims or objectives of the research, research question, and background of Elizabeth School, research gaps, and rationale of the study. Chapter two will be the literature review. The section will discuss information from other resources concerning how digital marketing helps Higher Education in London overcome the challenges imposed by Covid-19. The section will provide a theoretical perspective or underpinning and analyse the information from the different articles to show the gaps that the proposed study will fill.

Chapter three of the dissertation will be the methodology. The section will explore the methods that the research will implement to collect information during the research processes. It will enumerate research approaches and design. The result will provide a summary of the data collected using graphs, tables, and analysis before the discussion sections that will expound on the results of another research on the topic. Lastly, the research will provide the conclusion and overall summary of the dissertation including limitations and recommendations for future research endeavors.

2.0.CHAPTER 2: LITERATURE REVIEW

2.1.Digital Marketing during COVID-19

As stated above in the paper the implications of Covid-19 caused massive changes in people's lifestyle. COVID-19 is having a big impact on higher education all across the world (Brammer and Klark, 2020). Organisations in every sector had to adapt to the "new normal". Although, for those that is adaptable and show greater flexibilities, the chance to achieve success is much bigger (Khlystova *et al.*, 2022). In addition the advancement of technologies is another factor that brings unlimited possibilities. Digital marketing platforms in particular are playing a major role in that shift towards digitalization.

Platforms like Facebook, Instagram, Twitter, Snapchat, Tik-Tok and others can be utilized in many different sectors (Desai, 2019).

Perez (2020) indicates that the digital revolution has transformed so many areas of our life. Throughout the pandemic people became even more dependant of the social media.

2.2.Advantages and challenges of digital marketing for the Higher education

According to Redjeki and Affandi (2021) because of COVID-19 people started to used more online platforms for their needs. Digital marketing has become an opportunity for higher

education with sufficient resources that can easily acquire resources and the latest technological platforms that improve the digital communication of educational activities by making them easily accessible to potential students. (Brammer and Clark, 2020).

In regards to Elizabeth school, the agency has managed to attract students through its digital media channels. Its strategy includes ad campaigns in Facebook, Instagram, Promotion in different niche groups in UK, Tik-Tok videos with informative content, blog posts in different online magazines and informational websites, email marketing.

Another very important aspect of the promotion includes generation of reviews from real customers to the Elizabeth school's Facebook page. That is a very authentic way to validate the benefits of the agency for its customers.

2.3.Resources needed to implement social media strategies

Social media strategy implementation for marketing is essential for different companies. Companies use tools such as Hootsuite, BuzzSumo, TweetDeck, FollowerWonk, and Google Analytics for marketing (Schoenstedt and Reau, 2010). Google alerts help business operators receive alerts regarding products, and operations (Harris and Rae, 2011). Another very useful tool is Hootsuite. The software allows the users to set up a schedule for posts across all social media channels. It is integrated with Facebook, Twitter, and Instagram, and so one post can be posted within each of these platforms at the same time.

3.0.CHAPTER THREE: Research Philosophy

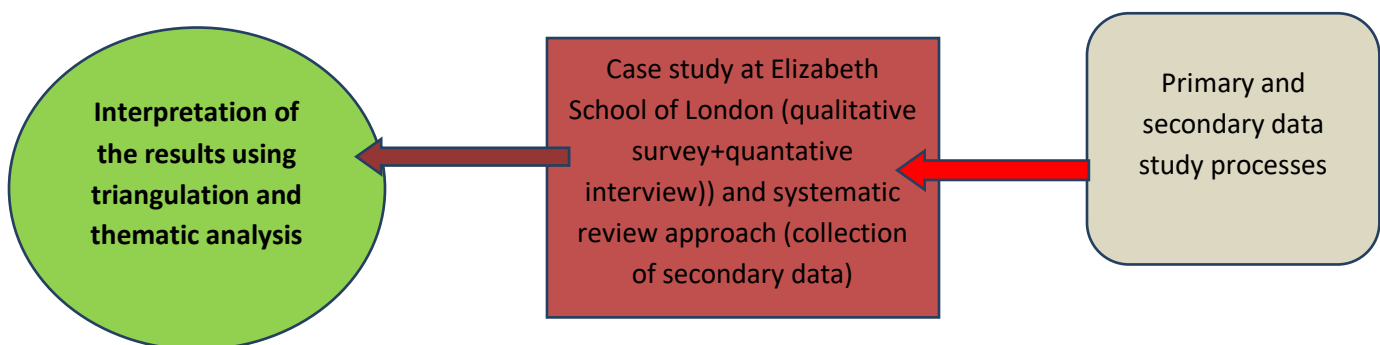
3.1.Research Methods

The technique of data collection and which group of people will be used for the study will be determined by whether you use a quantitative, qualitative, or mixed design method (Saunders et al., (2019). For the purpose of the research will use mixed design method –

quantitative (survey) and qualitative (interview). The positivist research philosophy will be used to the management of scientific evidence regarding the related area.

Mixed methodology will be used for the purpose of this study. The application of the mixed methodology is relevant because the research will collect original data from the participants (students and staff) within the Elizabeth school of London and compare it with information from secondary sources regarding the use of digital marketing as a tool for recruitment in the institution.

According to O’Gorman(2015), a primary approach helps the research to collect data directly from the participants using surveys or interviews while secondary approach entails the collection of data from peer-reviewed articles, online sources, government documents, books, and videos. Mixed methodological approach helps a research develop conclusions from in-depth data collected from both primary and secondary sources triangulated to give insights regarding the topic.

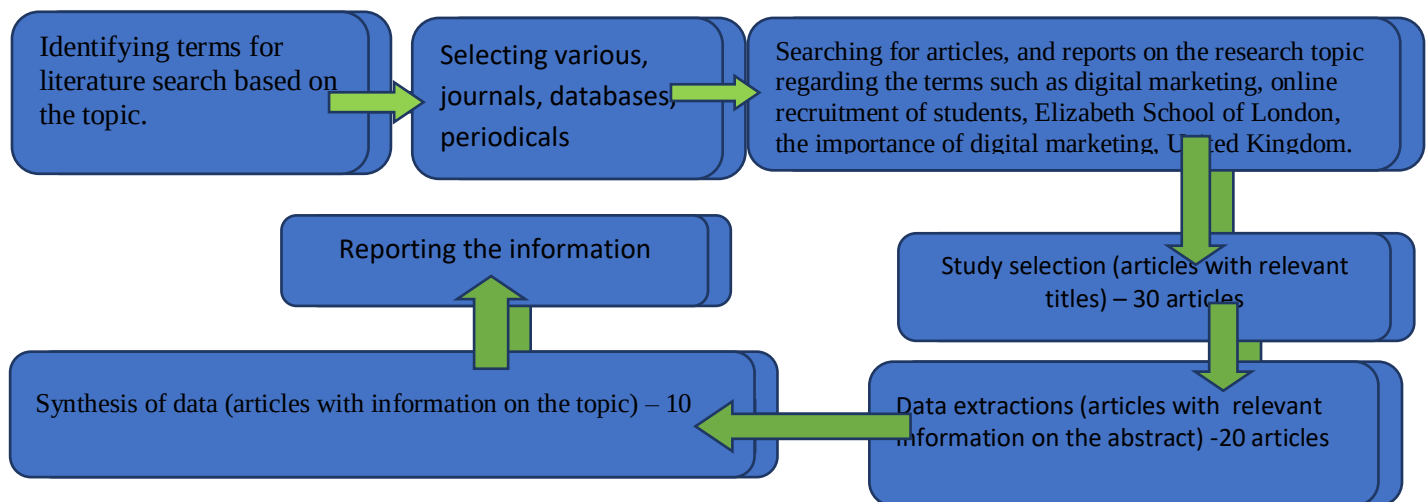


(Table1, Source: Prepared by Zoya Danailova, 2022).

3.2.Sample Size and Sampling Method

The researcher will use sample sizes for both primary data collection processes. Thus, the researcher will use the Cochran formula to determine the sample size for data collection.

The research will use a systematic review approach to identify articles to include in the mixed approach. It will use systematic review process to compare with the primary data. It will evaluate the resources to ensure the credibility, authority of the authors, the currency of the information, and reliability (Tomaszewski *et al.*, 2020). The various keywords to be used include digital marketing, online recruitment of students, Elizabeth School of London, the importance of digital marketing, United Kingdom.



(Table2, Source: Prepared by Zoya Danailova, 2022).

The research will apply the probability sampling technique in the primary data collection process focusing on randomization to give equal chance for the participants to engage in the study process (O’Gorman, 2015). Probability sampling will help in the minimization of sampling errors.

The random probability sampling method will offer equal chances for the respondents to participate in the survey and helped in avoiding sampling errors and selection biases in the study

(Balcázaret *al.*, 2001). On the other hand, the research will use non-probability purposive sampling in the selection of articles through the systematic review because the researcher will use his or her judgment in selecting only articles relevant to the topic and address the research questions (Sharma, 2017).

3.3.Data Collection Methods

The proposed study will embrace a survey and interview to collect data from primary sources. The survey questionnaires will be distributed to 30 diverse respondents within Elizabeth School of London addressing ten questions regarding the topic and related to the research questions (Dewaele, 2018). An interview will be conducted by two staff members of Elizabeth School of London. The research will collect data available online using online databases. Similarly, the study will obtain data from Elizabeth School of London as a student recruiting agency regarding digital marketing.

3.4.Data Analysis Methods

The data analysis for the proposed research will depend on the type of data that the research will collect. The study will follow a qualitative data analysis because of the survey and systematic review that the researcher will apply to collect data. Besides, the analysis will depend on the judgment of the researcher based on a careful selection of assumptions and choices. In such cases, the researcher will use descriptive statistics to summarize the results using graphs and tables (Saunders et al., (2019). The study will use thematic analysis for the data collected from textual sources to understand the themes in the data and how the sources communicate the themes. In the study will conduct data from both secondary and primary to form the themes for discussion.

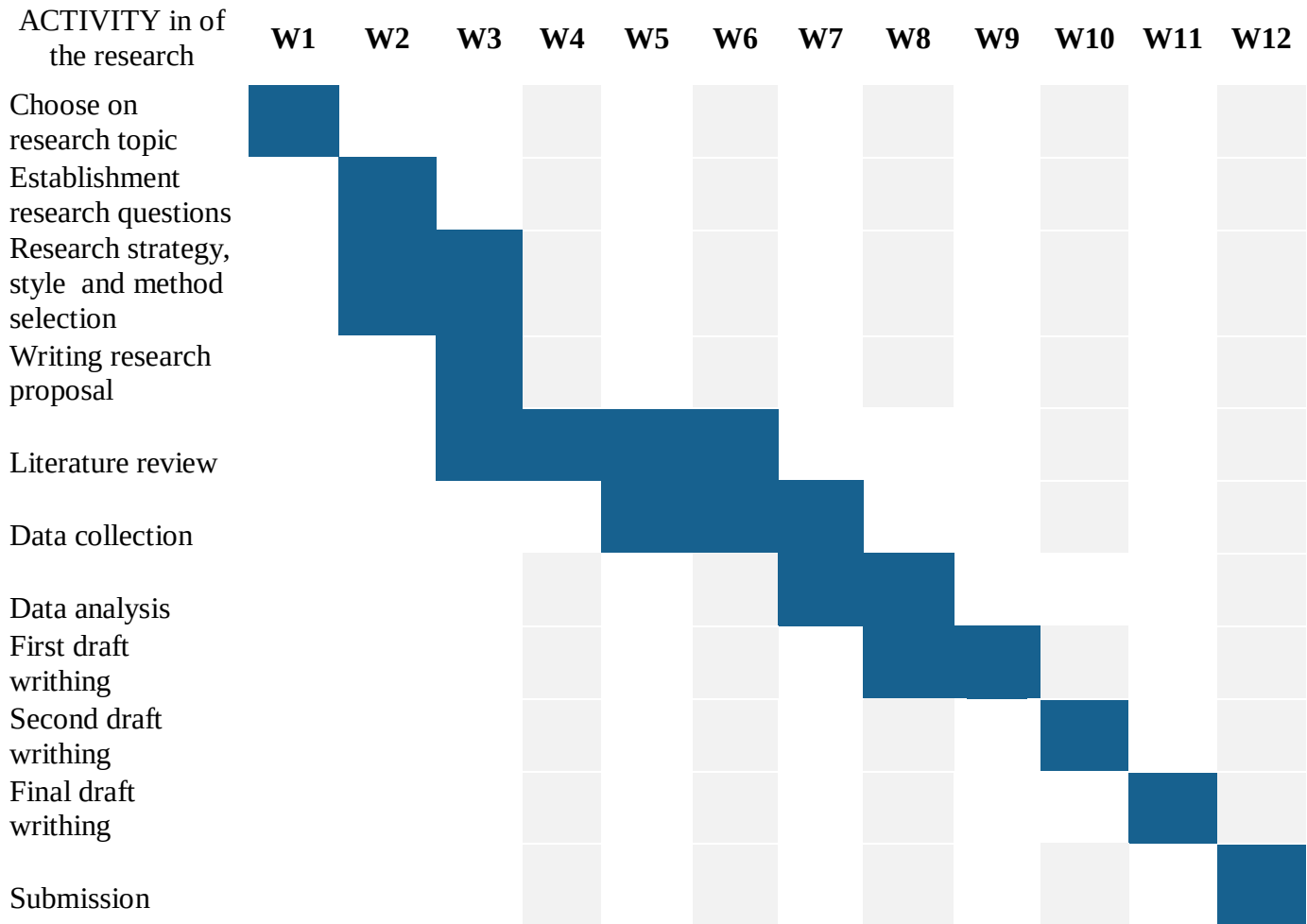
3.5.Research Ethics

This research will seek the ethics required for both the secondary and primary data collection. The researcher will gain permission from the institutions mandated to provide supervision and permission to conduct a study based on the IRB standards concerning the usage of human beings as subjects (Israel and Hay, 2006). In the study will request the respondents to voluntarily participate in the study process after seeking their consent. It will provide security of the information and respondents. During the research will maintain the anonymity of the respondents, confidentiality, and freedom for the respondents to quit at any time they feel they are in danger. It will use a security password to store data collected from the respondents on a computer and only have the mandate to access it for academic purposes.

4.0.CHAPTER FOUR

4.1.Resources and Planning

4.1.1. Timeline (Gant Chart)



(Table3, Source: Prepared by Zoya Danailova, 2022).

4.1.2. Proposed Budget for the Research

This Research project will be executed without budget involved. There will be no expenses involved in the process of sending surveys as well with the interview process.

5. Conclusion

This research is designed to investigate how Education sector has been dealing with the covid-19 implications. It is evident that Social Media has been very helpful for many organisations, and so our aim is to understand how Elizabeth School of London has been using the power of digital tools to reach its potential customers and communicate effectively with the existing ones.

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