

MARKETING STRATEGIES OF FUTURE UNIVERSITY: BASIS FOR INTERVENTION SCHEME

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ABSTRACT

The main purpose of this study is to determine the effectiveness of the current marketing practices of Future University and the degree of seriousness of the marketing problems encountered, in order to design a strategic intervention scheme to improve and develop an appropriate marketing strategy by utilizing the descriptive survey method. Furthermore; it was able to determine the weak and strong areas of the current marketing practices. And designed a program that is suited to the problems, recommendations were also given to intensify itself against competition and maintain a good position in market place In spite of its success in school business.

KEYWORDS: *Improvement Marketing Strategies, Marketing Strategies for Business Success, Market Place Position, Marketing Intervention, Strategic Change*

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