

Marketing Evaluation

The pandemic has changed our lives drastically and it has developed social anxiety for many of us. During these difficult situations many people have found some benefits. As we all know one of the main concerns of students is their budget. By taking Online-classes students are saving money for transportation and books and not exposing themselves to Covid-19. Online classes have made a comfort zone for students. These are some of the key problems CUNY has been facing in acquiring in-person students.

The main reason for low enrolment and a decline in students willing to go to in-person classes are that students are getting comfortable with online classes even though Covid does play a role in this as well as students are not feeling comfortable exposing themselves to Covid

The target audience can be students of the age group of 18-30 which consist of highschool graduates who want to pursue their college career for the betterment of their future and also students who took a break from college.

The marketing solution I have to help students solve their problems is to explain to students how online classes have less chances of interacting with peers or professors which plays a major role in their future life as interaction is one of the most important things which helps a person to grow in their career. Also, explaining to students how to take all the major precautions which can help themselves from exposure to Covid-19.

Strength:

- 1) Engaged learning
- 2) Student success
- 3) Improving the experience of college students.
- 4) Good Culture.
- 5) Ability to accept and initiate the change.

Weakness:

- 1) Lack of resources.
- 2) Students not adaptive to change.
- 3) Difficulty to convince students.
- 4) Difficult to generate publicity.
- 5) Strong existing competitors.

SWOT

Opportunity:

- 1) Higher rate of enrollment.
- 2) Flexibility with technology
- 3) More job opportunities
- 4) Build more in-person engagement.
- 5) Student completion rates.

Threats:

- 1) Less enrollments after reducing online classes.
- 2) Students protesting about more online classes.
- 3) Other college offering online class.
- 4) Tough competition.
- 5) Staff not cooperating with new changes.