

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Diploma Thesis appendices

Marketing communication activities of ESN CULS Prague

Liubov KHLEBTCOVA

Introduction

Non-profit organizations (NPOs) play an important role last decades. NPOs have become a new huge power driving a society to the future with very productive charities booming everywhere all around the world. Some of them are connected with student exchange. The biggest and well-known one student association in Europe which helps foreign incoming students in social integration and adaptation is Erasmus Student Network (ESN).

The object of the research in the thesis work is Erasmus Student Network of Czech University of Life Sciences (ESN CULS Prague), the subject of study is marketing communication activities, marketing process and promotion of ESN CULS Prague as a part of association ESN.

This diploma thesis refers the marketing communications development of ESN CULS Prague through its review and analysis. The relevance of this topic is that marketing communications show a connection between a non-profit's "marketing orientation" and its long-term sustainability.

Objectives

The major goal of this diploma thesis is to develop marketing communication activities, to improve the existing functioning and propose marketing recommendations for the association ESN CULS Prague. The main objective can be specified as follows:

- Investigation the nature of non-profit organizations, its scope of work and types;
- Observing the marketing communications and integrated marketing communications;
- Observing of ESN CULS Prague, its services and products;
- Considering the marketing communication activities of ESN CULS Prague;
- Exploring the interest of the Erasmus and Exchange students in ESN CULS Prague, its performance and customers' satisfaction;
- Developing the existing marketing communications activities of ESN CULS Prague.

Methodology

The literature review is based on theoretical background of the topic and characterized by overview of sources and studied information. It contains documents analysis, educational and scientific resources, where classification and typological method that include systematization and grouping, and induction are applied. The theoretical base is scientific journals, articles and books of famous economists, publications, reports focused on marketing analysis and marketing communication tools. Trends and news are tied up with marketing and management magazines and online sources and relevant blogs.

The practical part is focused on the comprehensive scan of marketing communication activities of ESN CULS Prague and discovering of opportunities of marketing communication improvement. This part consists of comparative analysis, internal analysis, SWOT analysis, PEST analysis, competition analysis, and Porter's five forces analysis, marketing mix and promotion analysis, and questionnaire. It is clear that these methods are reasoned by necessity of getting a full picture of issue and additional factors' influence detection. Analyses mentioned above rely on qualitative approach and inductive reasoning, comparison, as well as psychological and socio-cultural factors complemented with author's ESN experience and feedback constantly receiving by students. There were primary and secondary data collected from reports and publications, web pages, personal contacts with students and by a questionnaire regarding ESN CULS Prague marketing communication, performance, image, and students' satisfaction with association's work.

Based on the results of the second part, economically reasoned measures and certain marketing communication activities are proposed for ESN CULS Prague in conclusion. The last part is based on the list of used resources, tables, figures, and attachments.

Conclusion

ESN CULS Prague is rapidly developing association that continuously undergoes changes. Nevertheless, relying on students' feedback during each semester it was noted that there are some spheres that could be revised and reconsidered.

The literature review of nature of non-profits, their features and legal status in the Czech Republic, marketing communications process, marketing and promotional mix, different tools and analyses, ESN's brief history, organizational structure, principles and aims was reported in the theoretical part.

There was a research made in practical part that contained ESN CULS Prague overview and practices, all section's activities, events and trips. Also during the research external and internal factors, competition analysis, SWOT, macro environment PEST analysis five Porter's forces analysis and analysis of questionnaire for the ESN CULS Prague were noted and conducted in the thesis. The analysis refers detailed marketing communication characteristics the essence of activities and events of the Erasmus Student Network (ESN CULS Prague).

Internal analysis showed there are cons in processes affected marketing communications' level. Competition analysis identified big market players, their weight and threat. PEST analysis described main macro factors that are important for ESN CULS Prague and its marketing communications. Five Porter's forces analysis showed that power of buyers and suppliers is low

when power of substitution, competitors and new entrants in quite low. SWOT analysis identified the main strengths, weaknesses, threats and opportunities and four competitive strategies.

Generally the feedback provided by students illustrated a positive image and reputation of ESN CULS Prague who get information mainly from Facebook and personal contacts with friends and ESNers. It drew ESN's target audience for particular ESN section with its interests which aside from parties and travelling include in sport events, cultural, musical and other activities. Students confirm that the main ESN's weakness is marketing and promotion and its elimination will reduce existing minuses.

The objectives set at the beginning of the of the diploma thesis were reached through detailed observing and developed, modified, advanced and expended package of measures and findings regarding marketing communications of ESN CULS Prague. Suggestions and actions based on research feedback and experience can be undertaken in order to improve ESN's work for further Erasmus and Exchange generations.

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