

ABSTRACT

International Undergraduate Program Bina Nusantara University ("IUP BiNus") is a University with International Program for Undergraduates located in Senayan, South Jakarta. It was formed in 2001 as a diversification in business of Bina Nusantara Foundation and to reach the niche market that Bina Nusantara University regular program could not reach.

A long with Indonesia economic is getting better, new entrants are coming into the business. They are doing aggressive marketing to reach the same niche market. Competitors are not only from private universities, but also state universities that already have names recognized in the industry. With all new entrants are coming, high school graduates especially in Jakarta have many options to continue their study in Indonesia with international curriculums. Four years is not enough time for IUP BiNus to build a strong brand name and having proven track of alumnae in the industry, which is a must in education industry.

Facing this fierce competition, IUP BiNus is considering redefining its marketing strategies to be a school of choice for high school graduates.

This research will discuss the proposed new marketing strategy for IUP BiNus as the key strategic initiatives performed by IUP BiNus' management in order to face the current competition in the education industry.

Keywords: marketing strategy, market research, education industry, and brand name.

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