

# HOW DOES THE UNIVERSITY BRAND AFFECT ON STUDENT RECRUITMENT?

by

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# Research Question

- How does the university brand affect on student recruitment?



# Sub Questions

**SQ 1:** What do the current students at AUA like about the university services and education?

**SQ 2:** What do the current students at AUA dislike about the university services and education?

**SQ 3:** Why do the current and prospective students of AUA chose this university over other universities in Armenia?

**SQ 4:** How did the current and prospective students of AUA heard about the undergraduate degree offered by the university?



# Hypotheses

**Null:** PR and Branding do not have any effect on the university identity building.

**H1:** PR and Branding create the university identity.

**H2:** Students apply to AUA because they want to have quality education.

**H3:** Students apply to AUA because AUA is a prestigious and US-accredited university.

**H4:** Students apply to AUA because they think AUA will pave an easy way for applying to foreign universities.



# Methodology

- Online Survey for AUA all Undergraduate students.
  - Freshman
  - Sophomore
  - Junior
  - Senior
  - BA in English & Communications
  - BA in Business
  - BS in Computational Science



# Methodology

- Paper-Based Survey for High School students.
  - Yerevan High School N29 Named after Andranik Margaryan
  - Physics and Mathematics Specialized School Named after Artashes Shahinyan
  - Yerevan High School N42 Named after Taras Shevchenko



# Methodology

- Interviews
  - AUA Communications Office Director, William Bairamian
  - AUA Admissions Office Director, Arina Zohrabian



# Findings and Analysis

- AUA does good job in terms of visibility and awareness rising
- Social media is a good way to shape people's mind and target the prospective students
- The number of applicants increases year by year
- Respondents choose AUA for good reputation and US-accreditation, which is a way of differentiation from other universities in Armenia and in the region. Differentiation, in turn, is a way of Branding and PR.
- Branding, PR and Communications do have big role and affect on mind shaping. This, in turn, results in having more and more applicants.





# Limitations and Future Research

- Response rate is one of the most important elements of data collection through surveys.
- Although AUA does good job in terms of branding, PR, Communication, and providing quality education and opportunities, the institution still has issues to handle with some issues.
- This research is done only for American University of Armenia as this is a small scale project. This project can serve ground for future research as conducting the same research and collecting data from other local universities to compare the findings



