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Abstract
The purpose of this study is to explore the e-Learning enterprises on applying strategies of Integrated Marketing Communication (IMC) as promotion tools. The major focus aims at the status quo and its effect of applying IMC strategies on two enterprises (InterServ Inc. and Hikids Inc.). The methodology of this study adopts an interview investigation in qualified research. The interviewees consist of the 2 enterprises and consumers around the Taiwan Island. The former provides the combinations of IMC tools. In contrast, the latter verifies the effects from the 2 enterprises' IMC strategies. The results of this study show three dimensions.
Firstly, the marketing communication tools consist of Strategic Alliance, Direct Marketing, Personnel Marketing, Web Marketing, PR Marketing, and Databank Marketing. The 2 enterprises can handle multiple tools simultaneously. They focus on Strategic Alliance, Direct Marketing, Personnel Marketing, and Web Marketing. As for PR Marketing, they choose to cooperate with official institutes. Whereas Strategic Alliance can make their companies multiple media public reputation, Databank Marketing offers the possibility of customized marketing. Those enterprises understand that the strategies of usage on those IMC tools are under limited and zero-sum budget.
Secondly, the Balanced Scorecard, a measurement-based management, consists of financial, customer, media publicity, planning, and execution. Those enterprises prefer to evaluate the financial, customer, media publicity dimensions instead of planning, and execution dimensions. The behavior effect is higher appreciated than that of PR marketing in the customer evaluation whereas personnel market and PR marketing are more frequently used in media publicity than anything else. Also, all Balanced Scorecard measurements are dependent each other in terms of limited budget. Additionally, the evaluation effect between planning and execution are so difficult to split out that those evaluations are more ignored.
Thirdly, the gaps among children, parents, and teachers exist in terms of marketing communication. The information attained by children is highly matching with the tools used by those enterprises; parents prefer to touch the e-learning information at wholesale supermarket, direct marketing and PR marketing. Teachers are affected by the event-marketing in their campus. Additionally, consumers recommend that PR marketing might be more emphasized for those enterprises.
Finally, the implications of this study for future study are also included.
Advisory Committee Jin-Tan David Yang - advisor

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