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Marketing plan of online master degree based on Internet self-media for golden company after the epidemic

YANGLU

Master in Applied Management

Supervisor:
Professor Rui Manuel Vinhas da Silva,Professor Catedrático
ISCTE-IUL

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BUSINESS
SCHOOL

Department of Marketing, Operations and General
Management

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Abstract

Given the fact that international degree education is notorious in the Chinese market. Therefore, there is an urgent need to conduct an in-depth study on the marketing strategy of international degree education.

Based on marketing theory, this project mainly adopts literature research method, SWOT analysis method and the method of combining theory and practice. This this project analyses the current situation of the development of online master's degree in gold enterprises, gradually analyses the reasons, combines the PEST theory and Porter's five forces model, and analyses the macro-environment, industry environment and micro-environment of the development of the project from shallow to deep. Then, on the basis of SWOT analysis method, the current advantages and disadvantages, opportunities and threats are further analysed, so as to put forward specific suggestions for the marketing of Golden company online master degree project. After that, the smoothing index method, one-way linear regression method and Delphi method (expert scoring method) are applied to reasonably predict the sales of the online master's degree programme of the Golden Company in the next three years, and the 4P theory is applied to formulate practicable marketing measures in four aspects, namely, the product, the price, the channel and the marketing of the Golden Company online, in order to achieve the predicted marketing objectives.

Keywords: golden company、 online degree masters、marketing strategy、internet、4P、SWOT、 PEST、porter's five forces model

JEL code: M3-Marketing and Advertising;M31-Marketing

Resumo

Dado o facto de o ensino superior internacional ser notório no mercado chinês. Por conseguinte, é urgente efetuar um estudo aprofundado sobre a estratégia de marketing do ensino superior internacional.

Com base na teoria do marketing, este artigo adopta principalmente o método de investigação bibliográfica, o método de análise SWOT e o método de combinação da teoria e da prática. O presente documento analisa a situação atual do desenvolvimento de mestrados em linha em empresas de ouro, analisa gradualmente as razões, combina a teoria PEST e o modelo das cinco forças de Porter e analisa o macroambiente, o ambiente da indústria e o microambiente do desenvolvimento do projeto, de superficial a profundo. Em seguida, com base no método de análise SWOT, são analisadas as vantagens e desvantagens, oportunidades e ameaças actuais, de modo a apresentar sugestões específicas para o marketing do projeto de mestrado online da Golden Company. Depois disso, o método do índice de suavização, o método de regressão linear unidirecional e o método Delphi (método de pontuação de peritos) são aplicados para prever razoavelmente as vendas do programa de mestrado em linha da Golden Company nos próximos três anos, e a teoria dos 4P é aplicada para formular medidas de marketing praticáveis em quatro aspectos, nomeadamente, o produto, o preço, o canal e o marketing da Golden Company em linha, a fim de alcançar os objectivos de marketing previstos.

Palavras-chave: empresa dourada、mestrado online、estratégia de marketing、internet、4P、SWOT、PEST、modelo das cinco forças do pórtico

Código JEL: M3-Marketing e Publicidade;M31-Marketing

Contents

List of Tables

List of Figures

1 Introduction

1.1 Background of the study

The Internet has led the way, facilitating economic reform and enhancing social change. Firstly the COVID-19 pandemic has accelerated the adoption of online education even more, leading to a significant increase in the number of students enrolled in online university programmes. Secondly, growing competition among universities to offer online degrees and programmes has led to an increase in the number of universities offering online education options. Third, the growing demand for more flexible and accessible educational options has led to the increasing popularity of online university education. The impact of these trends is visible in the numbers, with the global online university education market expected to reach $350 billion. This will grow at a CAGR of approximately 10 per cent by 2025. In addition, the number of students enrolled in online university programmes has increased significantly over the past year, with many universities reporting significant increases in their online programmes and enrolments. Looking forward, the online university education segment is expected to continue its growth trajectory, driven by increasing demand for distance and flexible learning options, as well as advances in technology that can provide a more personalised and engaging learning experience. However, the sector may also face challenges, such as ensuring the quality and accreditation of online programmes, as well as addressing the digital divide and unequal access to technology and internet connectivity. Nonetheless, the overall outlook for the online university education segment remains positive, with strong growth potential in the coming years.

1.2 Purpose and Significance of the Study

1.2.1 Research Purpose

This study analyses the development status of China's online master degree market, and analyses the existing problems of China's online master degree population and Golden's online master degree marketing mode, and analyses Golden's marketing strategy according to the theoretical knowledge of marketing, based on the existing problems and the market to put forward targeted problems. Based on the theoretical knowledge of marketing, the marketing strategy of golden company is analysed, and based on the existing problems and the market, the targeted problems are put forward, in order to provide reference for the healthy and rapid development of China's future online master degree international market.

1.2.2 Research significance

Affected by the epidemic, China's economic and social development has suffered a huge impact. It can be said that the impact of the new crown epidemic on China's economy is unprecedented, at present, China's epidemic has been victorious. China's economy and society have gradually returned to normal, and the progress of resumption of work and production has gradually reached the normal level, but the economic recovery is still facing great challenges and the unemployment rate is still high. In order to promote the development of new economic patterns and the online popularisation of international education, this project analyses the internal and external environments of China's adult education platform Golden company International Education (Online Master's Degree Program), analyses the student population, the current situation in China's first-tier cities, and applies scientific methods to forecast the sales of Golden company's Online Master's Degree Program in the next three years. We make scientific and reasonable forecasts, and then through in-depth research and analysis of marketing theories, we formulate a series of scientific, objective and effective marketing strategies to meet sales expectations. We will make a useful exploration for the growing online master degree programme in China, put forward reasonable suggestions for the normal development of China's educational institutions, and push forward the development of the new economic mode that combines the education economy and the Internet.

1.2.3 Methodology

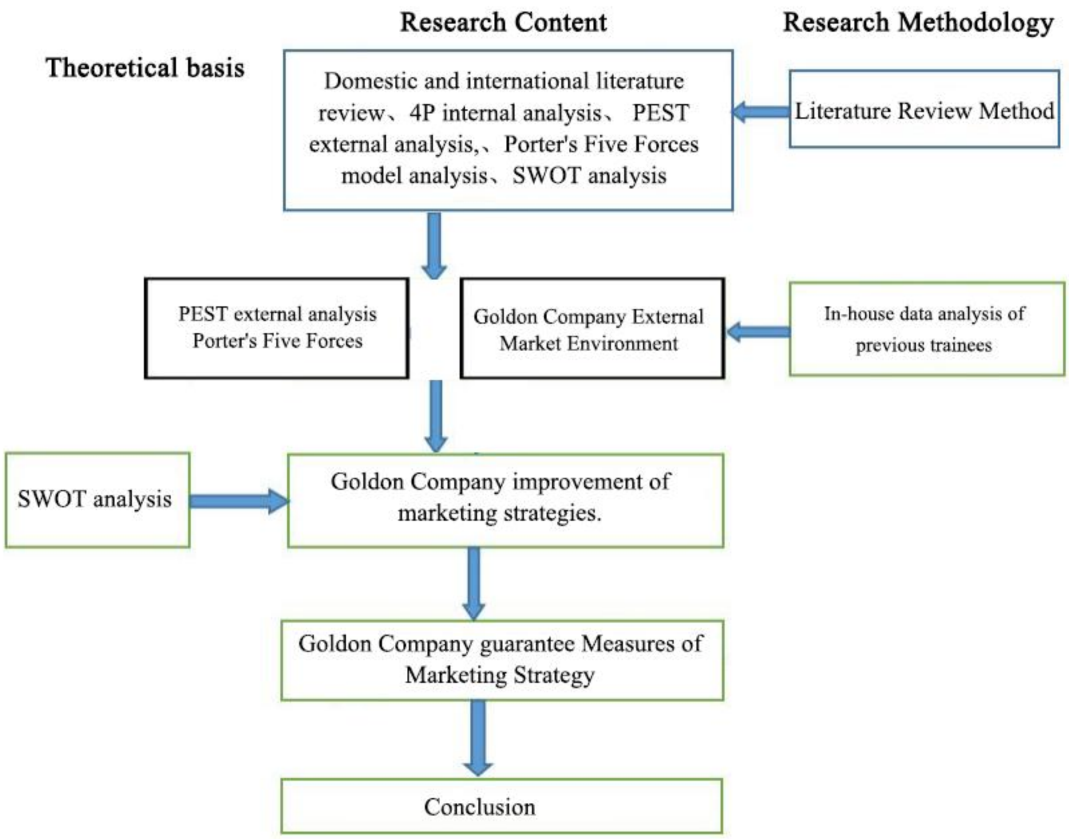
For this article, I have used a total of five applied methods, which are Literature Review Method, 4P Marketing Theory, PEST Analysis, SWOT Analysis Model, and Porter's Five Forces Model (Porter's Five Forces Model).

1.2.4 Objective

The practical problems of adult education institutions, such as unclear audit of foreign institutions, irregular introduction process, unclear end-user portrait, serious refund problem, market confusion caused by false propaganda of courses, low domestic recognition and other practical problems, have made the master online degree programme infamous in China's education market. Therefore, it is urgent to further study the marketing strategy of international degree education. Golden company, as a leading company in China's on-the-job education field, hopes to formulate a perfect marketing strategy and put forward a rationalisation proposal for these practical problems, so as to promote the long-term and stable development of China's on-line master degree program in the future.

This thesis has been divided into seven parts, the first chapter is Introduction, which describes the background of the chosen topic and the significance of the research. Chapter 2 is Literature Review, which lists some of the Chinese and foreign literature, Chapter 3 is Methodology, which describes in detail the 4P's marketing concept, PEST analysis, Porter's Five Forces model, SWOT analysis, Exponential smoothing method, and The Delphi Method.Chapter 4 is the about the internal analysis of the company, which includes the analysis of the internal environment of the company, the current problems, the 4P analysis, and the data sample analysis. Chapter 5 is about the external analysis, which is mainly PEST macro-environmental analysis and Porter's Five Forces model analysis. Chapter 6 is an overview and summary of the more aspects of the project in terms of the four dimensional analysis of Strengths, Weaknesses, Opportunities and Threats. Chapter 7 is the improvement plan of the company's marketing strategy, based on the 4P theory, the four aspects of the improvement plan as well as marketing safeguard measures are proposed.

Table 1.1 The structure of this article



2 Literature Review

Literature Related to Educational Change

China's State Council (2015) "Government Work Report" proposed the "Internet Plus" strategy, which encourages the integration of traditional enterprises with the Internet and accelerates the reform of traditional enterprises and traditional education, which creates a favourable environment for the development of Chinese enterprises. China advocates "education as a nation", and the combination of traditional higher education and Internet education is naturally strongly supported by China.

Hu (2022) shows that due to the full-scale outbreak of the new crown epidemic in China in 2020, online education has become the dark horse of the times by using its flexible teaching methods to stand out from the crowd. Relevant enterprises are also highly concerned in 2020, and in the future it will also become the main trend of auxiliary type of education in China, formulate a branding strategy centred on user demands, and put forward a series of improvement measures for the current problems in the marketing of Chinese online education enterprises.

Luo (2022) puts forward the "Internet +" era of education reform breaks the limitations of time and space, creating opportunities for the development of education ecological leadership, research on how to use the wisdom of the teaching model to reform the traditional classroom teaching, and to explore the use of innovative wisdom of the teaching means to promote the personalised development of the students and comprehensive growth.

Yang (2009) proposed that with the rapid development of multimedia technology and network technology, people can easily cross the boundaries of time and space, timely access to the latest academic information and scientific and technological developments. Distance education adheres to the concept of "lifelong learning, open learning" and its convenient, rich and flexible characteristics make it widely popular and popular all over the world. China's distance education in the type of education, mode of operation, personnel training positioning, policy and guarantee mechanism and other aspects of the problem, it is necessary to learn from the successful experience of foreign distance education, explore a shortcut to promote China's distance education to a better, faster development.

Shi (2017) shows that it is necessary to learn from foreign development experience in terms of changing the concept of education, enriching the content of education, increasing the investment in funding, expanding the distance network education platform, reforming China's distance education, and cultivating new types of vocational farmers who are "educated, technologically literate, able to operate, good at management, and able to start a business".

Li (2020) proposed to regulate the online education market behaviour; secondly, to improve the regulatory system; thirdly, to establish the online education industry reputation list; fourthly, to play a good "cloud governance" in the era of big data. In order to provide theoretical support for the standardised operation and sound development of online education and training market, and to provide effective reference for China's government to regulate the operation of online education market.

Han and Jin (2021) put forward countermeasure suggestions to promote the sustainable development of online education from the aspects of students' demand, platform functions, targeted reforms of universities and the government's strengthened support.

Xu and Yan (2019) put forward rationalisation suggestions on how to improve the actual effect of online education, how to regulate the problems of education management, and put forward deeper requirements for online education, so that online education can better conform to the law of development of the contemporary education business, and ensure the smooth and rapid development of online education under the management of the government and the embracing of the masses.

An (2021) shows that through the function of online interaction in the APP of Study Pass, the feasibility of interactive teaching mode in the process of online teaching is investigated, which provides ideas for improving students' independent learning ability, establishing students' main body status, and establishing a new type of teacher-student relationship.

He and Guo (2021) analyse and explore the future trend of online and offline interactive education through the advantages and shortcomings of online live lectures compared with traditional teaching methods using SPSS software, and finally put forward reasonable suggestions.

Literature related to the change of network marketing

The era of "Internet+" permeates people's daily life, and consumption habits are changing, which also changes the marketing activities of enterprises. In terms of the conceptual change of network marketing, Xie (2019) believes that network marketing has the characteristics of process simplicity, mode diversification, object precision, etc., so enterprises should change their concepts, enrich the marketing means, and improve the level of brand building. Chen (2019) and others believe that due to the improvement of consumer value perception in the era of network economy, enterprises need to build a modern network marketing system of "customer - enterprise" interaction. In addition, Khodabandeh (2020) pointed out that brand image has an important impact on users' purchasing behaviour in the online trading environment. Therefore, enterprises should pay more attention to establishing a good brand image in new media marketing.

Hu and Xu (2021) suggested that Internet marketing can bring publicity to enterprises and also increase customer traffic for them. The traditional Internet marketing model, has long been unable to meet the increasingly competitive Internet environment, the only accurate search for customers, reduce network marketing costs, improve the efficiency of enterprise marketing, the realization of the network marketing model of updating and development aspects of the continuous innovation of the network marketing model, in order to move forward in the trend of the times.

Yang and Liang (2000) proposed that network marketing is a new marketing approach in the information network era, which, compared with traditional marketing, can go beyond the time constraints and spatial limitations, more directly to meet the needs of consumers, thus having greater advantages. Network marketing not only creates a new marketing environment for enterprises, but also completely restructured the marketing concept of enterprises, innovation of the traditional marketing mix of strategies and means. Although network marketing is the development of traditional marketing, but it is unprecedented innovation and change brought about by traditional marketing.

Zhang and Dai (2009) discussed that only the integration of network marketing and direct marketing can make traditional enterprises walk on the forefront of historical development again.

Shi (2012)"The Value and Significance of Foreign Distance Education in Cultivating New Vocational Farmers" shows that drawing on the excellent development experience of foreign countries and giving full play to the advantages of distance education in China to cultivate new vocational farmers who are "cultured, technologically literate, capable of business operation, good at management, and able to start their own business" has become a new way of promoting the economic development and an important mission of distance education. After exploring the feasibility of distance education in the cultivation of new professional farmers, the this project draws on the development experience of foreign countries, and provides reference and thinking for the improvement of the cultivation of new professional farmers in China from the aspects of changing the concept of education, enriching the content of education, increasing the investment and expanding the platform of distance network education.

Liu and Wan (2016) shows that with the development of WeChat, Weibo and other online social media, people's consumption habits have also changed to some extent, from relying on corporate advertising to relying on the consumer's user experience as the basis for consumption, promoting changes in corporate network marketing.

Ding (2017) pointed out that network change naturally and profoundly affects the concept, path and mode of enterprise marketing. Through the microblogging, weibo, weibo and a variety of social media platforms represented by the stationed number of research observation, enterprise marketing in the path of individualisation, diversity, low threshold, convenience, circle group characteristics, and so on, and now from focusing on the "two micro-end" marketing gradually evolved into "there is a flow of content," the distribution of traffic marketing. In terms of marketing mode, more attention is paid to "integrated marketing", "circle group marketing", "net red marketing", "precision marketing" and other innovative strategies.

Lai (2017) suggests that the traditional mode of content production and distribution has changed dramatically, so content-focused social media communication strategies can help companies strengthen customer relationships and build brand reputation. Compared with traditional advertising and marketing models, social media-based content marketing has become an indispensable tool for global brands in overseas marketing because of its lower cost and higher convenience.

Bao (2016) How to scientifically and effectively use social media marketing, for creating corporate profits with half the effort. Factors such as the credibility of the enterprise in the user and the sense of community may affect the final transaction between the enterprise and the consumer to some extent, on the other hand, with the continuous development of social media, the role of social relationship strength is constantly highlighted. Social relationship strength refers to the closeness of the relationship between two people in social media, and in general, users are more willing to listen to the opinions of their friends with whom they have a good relationship. Therefore, it is of practical significance to study how to use social media to carry out online marketing to influence the final transaction situation of consumers.

Self-media marketing related theories

Shein and Chris (2003) suggest that We-Media is a way to begin to understand how the general public can provide and share their own facts, their own news, after they have been enhanced by digital technology and connected to the global knowledge system.

Zhang (2022) summarises its consumer strategy of segmentation of target users and precise marketing of products; cost strategy of combining dual modes and cost investment in content; convenience strategy of adhering to the aggregation of presented information and balancing the nature of business; and communication strategy of relying on community operation and all-round effective communication.

Huang (2022) believes that China's short video industry "two super multi-strong" pattern has been formed, of which "two super" refers to the two head platforms of

Jittery and Shutterbug, "multi-strong" refers to the B station, Tencent video number, microblogging, and the microblogging industry. B station, Tencent video number, microblog video number, watermelon video and other platforms with a large scale of users. In the background of new media marketing has become the mainstream marketing means, how to use the "two super strong" to empower the enterprise brand and enterprise products, to enhance the level of enterprise marketing, is the most concerned about the subject of enterprises.

Ni and Dai (2020) pointed out that the new media era has accelerated the speed of information interaction, and put forward a new marketing direction for the production, operation and sales of enterprises. The production and operation of enterprises can not be separated from marketing, product promotion, especially the new media innovation marketing mode, can improve the economic efficiency of enterprises. Based on the above, the main ideas of enterprise marketing in the new media environment are analysed, and the marketing strategies are discussed.

Sun (2021) proposed that the new media in the form of new business economy by seizing the golden window period of the development of the digital economy, in the dissemination of guiding public opinion, fully embodied its market opinion category of innovation and positivity, for stimulating the vitality of the market plays a vital role.

Lu (2019) said that in the process of enterprise marketing work, play the role of new media, can to a certain extent to promote the better development of enterprise marketing work, to develop new channels and new positions for enterprise marketing.

Yu (2009) deduced that the business situation facing the media industry in the future is severe. However, unlike traditional media, the development of new media is not on the same level as traditional media, and therefore may have new opportunities and possibilities different from those of traditional media.

Cheng (2018) concluded that:(1) Consumer purchase intention is positively or significantly influenced by consumer shopping decision-making style and the degree of self-media channel relevance and marketing content relevance. (2)Consumers' personal shopping decision-making style, self-media credibility, and the four factors of activity fun, communication interactivity, product practicality and economic benefit in the characteristics of self-media marketing strategy all positively or significantly affect two of the factors in the degree of association. (3) In addition to directly affecting consumers' purchase intention, the degree of self-media channel relevance will also have a positive effect on the degree of marketing content relevance thus further affecting consumers' purchase intention.

Wu (2019) With the rise of mobile internet and self media, opinion leaders have a unique advantage in conducting precise and low-cost social media marketing for target consumers, and the drive to the luxury industry is becoming more and more obvious, opinion leaders have become an important part of the marketing strategy of major fashion brands, and more and more luxury brands have begun to further create locally adapted and customised promotional campaigns for the Chinese market, with opinion leader marketing as an important means. More and more luxury brands have begun to further develop tailored promotional approaches for the Chinese market, with opinion leader marketing as an important tool.

Zhang (2018) takes the communicator's point of view as an entry point to study what factors influence users' purchase intention in the process of recommending products by self-media opinion leaders; and introduces trust as a multi-dimensional concept to explore its role in influencing users' behavioural intention by opinion leaders.

Jing and Zhang (2021) proposed that the most significant feature of the new mimetic environment is the public participation in the construction of the mimetic environment, and the self-media 'opinion leaders' become a key force in the construction of the mimetic environment. Changes in the context of the traditional media mimetic environment have led to the public's participation in the agenda setting of communication, a decline in the agenda setting ability of mass media, and a high correlation between the media agenda and the public's agenda. At the same time, the new 'mimetic environment' in the age of self-media has also challenged and influenced classical mass communication theories such as mimetic environment theory, agenda-setting theory, connotation theory and its models.

3 Methodology

4P marketing theory

McCathy in 1960 in his "Basic Marketing" will Neil Borden in the American Marketing Association's inaugural address to create the "marketing mix" contains 12 elements are summarised in four categories, namely, product, price, channel, promotion.

PEST analysis method

PEST analysis model, also known as macro-environmental analysis, is an effective tool for analysing the macro-environment, not only to analyse the external environment, but also to identify all the forces that have an impact on the organisation. It is a method of investigating the external influences on an organisation and each of its letters represents a factor which can be divided into 6 major factors:

(Political): It refers to the political forces and relevant policies, laws and regulations and other factors that have actual and potential impact on the organisation's business activities.

(Economic): It refers to the economic structure, industrial layout, resource situation, economic development level and future economic trends outside the organisation.

(Social): refers to factors such as the historical development, cultural traditions, values, education level and customs of the members of the society in which the organisation is located.

(Technological): The technological element includes not only those inventions that have caused revolutionary changes, but also the emergence and development trends of new technologies, processes, and materials related to the production of the enterprise, as well as the prospects for their application.

SWOT Analysis Model

SWOT analysis (also known as TOWS analysis, Dawes matrix) that is, situational analysis method, early 1980s by the University of San Francisco management professor Werik proposed, often used in corporate strategy development, competitor analysis and other occasions.

SWOT analysis should be considered a well-known tool in strategic planning reports nowadays. SWOT analysis from McKinsey & Company includes analysing the Strengths, Weaknesses, Opportunities, and Threats of an enterprise; therefore, SWOT analysis is actually a method of synthesising and summarising all aspects of an enterprise's internal and external conditions, and then analysing the organisation's strengths, weaknesses, and the opportunities and threats it faces.

Through SWOT analysis, it can help organisations to focus their resources and actions on their strengths and where they have the most opportunities; and make their strategies clear.

Porter's Five Forces Model

Michael Porter's Five Forces Model, also known as Porter's Competitiveness Model and Porter's 5 force analysis.

Porter's five forces analysis model was proposed by Michael Porter in the early 1980s, which has a global and far-reaching impact on the development of corporate strategy. It is used in the analysis of competitive strategy, and can effectively analyse the competitive environment of customers.

Porter's five forces analysis belongs to the micro-environmental analysis in the external environment analysis, which is mainly used to analyse the competitive pattern of enterprises in this industry and the relationship between this industry and other industries. It is essentially a tool for the application of management thinking at the strategic level in the practical activities of enterprise marketing management, requiring our enterprise marketing managers to manage their enterprises from the perspective of strategic analysis. The emphasis is on a strategic awareness, or the use of strategic thinking.

Exponential smoothing method

The exponential smoothing method is a commonly used method in production forecasting. It is also used for short- and medium-term forecasting of economic development trends, and of all forecasting methods, exponential smoothing is the one most used. Simple full-period averaging is a time series of past data without omitting all to be used equally; moving average law does not take into account more distant data, and in the weighted moving average method to give more weight to the recent information; and exponential smoothing law is compatible with the full-period averaging and moving average of the long, do not give up the data of the past, but only to give the degree of influence of the gradual weakening of the data as the data away from the weights given to the gradual convergence of the zero. The exponential smoothing method does not discard past data, but only gives a diminishing influence, i.e., weights that converge to zero as the data move away.

In other words, exponential smoothing is a time series analysis and forecasting method developed on the basis of the moving average method, which is to predict the future of the phenomenon by calculating the value of exponential smoothing and cooperating with a certain time series forecasting model. The principle is that the exponential smoothing value of any period is the weighted average of the actual observed value of the current period and the exponential smoothing value of the previous period.

The Delphi Method

The Delphi Method was pioneered by O. Helm and N. Dalke in the 1940s and further developed by T.J. Gordon and the RAND Corporation. The name Delphi originates from an ancient Greek myth about Apollo, the god of the sun. Legend has it that Apollo had the ability to foresee the future. Therefore, this forecasting method was named the Delphi Method, which was first used by the RAND Corporation for forecasting in 1946, and then the method was rapidly and widely adopted.

The Delphi Method, also known as the Survey of Experts Method, is a method that uses communication to send the problem to be solved to each expert individually for an opinion, then recovers and summarises all the experts' opinions and compiles a consolidated opinion. Subsequently, the consolidated opinion and the prediction of the problem will be fed back to the experts separately, and the experts will be consulted again, and the experts will modify their original opinions according to the consolidated opinion, and then consolidate them again. In this way, the decision-making method is repeated many times, and a more consistent prediction result is gradually obtained.

Delphi method based on systematic procedures, the use of anonymous expression of opinion, that is, experts are not allowed to discuss with each other, do not occur horizontal contact, only with the investigator relationship, through multiple rounds of investigation of the expert's views on the issues raised in the questionnaire, after repeated inquiries, induction, modification, and finally summed up into a basic consensus of the experts as a prediction of the results. This method is broadly representative and relatively reliable.

4 Analysis of the current situation and problems in marketing

4.1 Analysis of the internal environment of the company

4.1.1 Company Profile:

Golden company's main business is university education, degree education and vocational education training, course content development and production. It is a comprehensive international vocational education group integrating education and training, education service, education technology and product development. Founded in 2006, after 17 years of rapid development, golden company has entered a mature period, and has become an online education group that pioneered a new model of "Internet + education". In terms of online vocational qualification training course content development and production, Golden Company's main business is to build online education platforms for the majority of adult students, as well as online course development, online teaching content production, and the main product is a teaching APP developed and operated by the company (referred to as: "Golden Online School").

4.1.2 Organisational structure:

At present, the company has several brands and belongs to M-type organisational structure, the enterprise has several business divisions, and each division is responsible for several product lines. Enterprises and financial, online school and tax academy three major segments, each section is divided into different product lines, and each product line operates independently. Each product line is operated independently and is marketed by a local company for products that are accessible to local users. The company has thus created an operational model that is easier to sell and more knowledgeable about service. At present, it seems that this model can better protect the brand image, to avoid risk. At the same time, it can also avoid unnecessary competition between branches around the world, saving manpower costs and operating costs

4.1.3 Business overview: (for online master's degree programme product line only)

Golden's online master's degree programme business is mainly based on the co-operation with overseas colleges and universities in enrolment, co-development of course content and production. Golden is mainly responsible for enrolment and training of students in China, management of students and services of classroom teachers, etc., while overseas colleges and universities that have entered into co-operation with Golden are responsible for the teaching of faculty members and the development of course content. Upon completion of the programme, students will be awarded a Master's Degree by the overseas university.

4.2 Problems

1) Difficulty of choice. The advantage of online degree programmes is that they break the time and geographical limitations, and students can receive education flexibly with only a computer and a mobile phone. However, there are too many online education resources in the Chinese market at present, and it is difficult for students who don't need to obtain a degree to select a suitable programme for themselves. This requires consumers to have enough knowledge and strong screening ability.

2) Workplace recognition of the degree. the difference between the online master's degree programme launched by Golden company in collaboration with foreign universities and the traditional online courses and study abroad programmes is shown below:

Table 4.1 Differences between the three projects

	Online Master's Degree Programmes	Traditional onl ine projects	Study Abroad Programmes
Degree	√	×	√
Foreign (Overseas) Academic Degree Certification by Overseas Education Service Center of the Ministry of Education of China	×	×	√
Full-time	×	×	√

At present, in China, among the above three education methods, the highest recognition in the workplace is studying abroad, which can apply for the certification of overseas academic degrees by the Service Centre for Overseas Education of the

Ministry of Education of China and also obtain a degree, but the cost is higher, and it is necessary to stay outside the country for a certain length of time. Online degree programmes have the second highest market recognition. Because of the online learning method, there is no need to go abroad, and you can neither apply for the certification of overseas academic degrees by the Service Centre for Overseas Educational Research of the Ministry of Education of China, nor obtain a degree, but you can apply for a degree after completing the course.

4.3 4P model analysis

4.3.1 Product type analysis

In 2018, Golden company online master's degree programme is mainly in the form of "live broadcasting + video broadcasting".In 2018, China's network technology and Internet environment is very mature, which can provide technical support for the course method. The internet technology and internet environment in China has become very mature in 2018. Therefore, Golden company online master's degree programme can basically meet the requirements of the students, as most of the students are working people, so students can make use of the fragmented time to learn, this "live + video" learning mode, can be watched over and over again, relatively flexible. Therefore, this kind of product meets the needs of consumers and the market very well.

4.3.2 Price analysis

Fee model is a general term for the pricing model of charging a fee to provide a service and is a specific profit model for merchants. With the reforms in the fee charging model, the current fee charging model then tends to be online. So, Golden company online masters programme is mainly based on one form.

Product + Service Payment. Consumers buy the course, which is matched with professional teachers and classroom services, and students can pay in full directly online, or pay in instalments using payment platforms that work with the institution.

4.3.3 Promotion Analysis

Market promotion is an essential part of marketing, for Golden company online master project promotion mainly includes: (1) through a large number of online and offline advertisements to play awareness, drive consumers to pay attention to its products, and then through the official website customer service or public customer service to make inquiries; (2) through the free online live seminar for product introduction and project publicity, to collect potential users.

In terms of marketing promotion, it is mainly divided into network online promotion and offline print promotion. At present, Golden company online master's degree project as long as the operation of the promotion method is network promotion, (1) PC network promotion: through the official website and other websites of the hyperlinks, guide the user to go to the online customer service; (2) mobile promotion: Golden company online master's degree project operation team will use the form of live broadcasting every week to hold online product seminars, production of online Live posters will be pushed to various platforms, and students who want to know more can scan the QR code on the posters to enter the live room of the seminar and communicate with the teachers online.

4.3.4 Place Analysis

Golden company online masters programme has been developed using online payment, online payment has always been the main payment method for Golden company selling courses, consumers can pay in full or in instalments via paypal or credit card.

4.4 Problems with Golden company's marketing strategy

4.4.1 Analysis of a sample of existing learners

This study rooted on the 96 participant samples of the enrolled students of Golden company online master's degree programme to analyse the descriptive statistics of the samples by analysing the gender, age and background of the existing participants. See the figure below, as shown in figure 3.1, there are 58.95 per cent females and 41.05 per cent males.

Figure 4.1 Statistics of students in the company's online master's degree programme

Frequency Analysis Results		
Title	Options	Frequency
Gender	Female	56
	Male	39
Age	23-28	15
	29-34	33
	35-40	30
	41-46	13
	>46	1
	>47	3
Academic qualifications	Specialist qualifications	19
	Bachelor degree	74
	Master degree	1
	Above the master degree	1
Industry	Internet, information technology	18
	Others	15
	Manufacturing	2
	Great health	8
	Cultural and creative, education, media	13
	New materials, new energy	10
	New retail, new consumption	1
	Service industry	15
	Financial investment	13
Position	Middle manager	42
	Other	5
	Founder, partner, director	16
	Top management	32
Area	Tier 1 cities	59
	Other	17
	New first-tier cities	12
	Capital city	7
Working years	1-5	12
	11-15	39
	6-10	19
	>15	25
Nature of business	Government and related departments	1
	State-owned enterprises	15
	Foreign companies	28
	Private enterprise	51
Company size (n=91)	-	18
	100-299	8
	1000-4999	12
	300-499	9
	50-99	2
	500-999	8
	5000-9999	5
	< 50	8
	> 10000	21
Total		95

Data source: Based on summary statistics from previous years' students at Golden company

4.4.2 Description of the sample

From the sample data, it can be seen that female students accounted for 58.95%, the main force of online master's degree consumption, and men accounted for 41.05%. Age, 30-40 years old, accounting for 66.32% of the sample; education, bachelor's degree is the main, accounting for 77.89%, supplemented by specialist education, accounting for 20%; industry, the Internet, finance and service industry accounted for the largest proportion, followed by culture and innovation, education, media; position, the company's middle management and senior management, of which, the middle managers accounted for the majority of the minority of the company's founder, Partners. In the data of the students, most of them are in first-tier cities, and their working years are basically 10-20 years, of which 11-15 years accounted for 41.05%, and more than 15 years accounted for 26.32%; in the nature of the enterprise, foreign enterprises are the main ones, and the private enterprises accounted for 53.68%; lastly, the size of the company in which the students are working is more than 10,000 people in the highest proportion.

4.4.3 Sample Analysis

1）Background Analysis

With the rapid development of China's economy, first-tier cities have become an important engine of China's economic development. China's first-tier cities refer to the four cities of Beijing, Shanghai, Guangzhou and Shenzhen, which occupy a large part of China's economy. Tier 1 cities have a fast pace of life and frequent movement of people, with a large number of people flocking to this city every year, most of these people come here for work and life. Due to the development and urban planning of the first-tier cities, Beijing, Shanghai, Guangzhou and Shenzhen have become the gathering place for talents from all over China. Therefore, the education level of the people in the first-tier cities is generally high. Data from China's Seventh Population Census Yearbook shows that the proportion of Beijing's total population with bachelor's degree or above is 28.6%, and the proportion of people with specialist-level education or above is 43%; in Shanghai, the proportion of people with bachelor's degree or above is 33.87%, with people with bachelor's degree accounting for 21.52% of the total population.

China is a nation founded on education and promotes lifelong learning, especially encouraging young people to keep learning in order to adapt to the increasingly brutal market competition in China. China's first-tier cities have a highly prosperous economy, a high degree of internationalisation, and a wide distribution of industries, with a large number of private and foreign enterprises, of which private enterprises account for the majority in terms of quantity, as shown by the sample data, with private enterprises accounting for 53.68% of the sample data.

After China's reform and opening up, Chinese private enterprises have achieved extraordinarily long development, demonstrated strong vitality and competitiveness, and have become an important force driving the development of the national economy. The survey shows that, among other factors, human capital is an important support for the sustainable development of Chinese private enterprises. The competitiveness of young employees in China's private enterprises is exceptionally fierce, with everyone striving for advancement and desiring promotion and salary increases. The longer they work in the enterprise, the more senior they become and the more capable they are. They will actively look for new promotion opportunities and higher positions. However, in China's national conditions, academic qualification is the foundation of position development, and China's modern society has higher and higher requirements for professionals, so while middle managers in enterprises are seeking new opportunities, the new opportunities also foretell greater difficulties and higher thresholds, which is a greater challenge for both the ability and academic qualifications of the workplace. Most online master's degrees in China are MBA-based, with a common one-year duration and online delivery. Private companies in China do not have high restrictions on degrees, and there is no requirement for a full system of study. So. The target group can not only make use of the fragmented time to obtain a degree, but also learn something, get specialised and systematic learning in the field of management. Ultimately, this can be used as a basis for promotion and new opportunities, for job and salary advancement, and for realising the value of life.

In the sample data, women accounted for 58.95 per cent of the sample data, significantly higher than men. With the founding of New China in 1949, the Chinese Government, through the enactment and implementation of a series of laws and regulations, has granted women and men the same right to education, insisted on giving priority to the development of education, and continued to implement policies that benefit the people by reducing the gap between urban and rural education. In the historical process of actively promoting educational equity, women's access to education has continued to improve.

Among China's young population in higher education, women are generally better educated than men. According to data from the 2020 Census, a total of 58.94 million people aged 20-34 have undergraduate and postgraduate degrees, of whom 27.88 million, or 47.3 per cent, are men and 31.06 million, or 52.7 per cent, are women.

From the point of view of the formation of China's private enterprises, China's current private enterprises are roughly formed in the following ways: one is an individual will be a family, gradually accumulated and developed, or directly invested by family members of the family-type enterprises; one is a friend, colleague participation in joint ventures to open a co-operative enterprise, and through the formation of the townships or state-owned enterprises, contracting, buyout of the transformation process of the company and so on. The common feature is that the ownership of the enterprise is owned by one or more investors. In short, all private enterprises in China have developed from the rule of man to the "rule of law".

In the process of the continuous development and expansion of China's private enterprises, the same is also the development of the enterprise system from the "rule of man" to the "rule of law" in the process of business managers and key practitioners to improve the ideological and cultural qualities, improve the knowledge structure, change the concept of business management. Renewal of ideas. Get rid of the influence of narrow consciousness of small production, you can choose to study online master's degree, learning and training on policies and regulations, marketing, human resources, financial management decision-making and other aspects of learning and training. Creating a group of know how to operate will manage, have a brain, with good quality of private entrepreneurs and managers. In the future, the development of enterprises listed, business managers and senior management of all departments have to do information disclosure, senior managers educational requirements shall be master's degree and above, general management staff require bachelor's degree and above, which is also China's economic and social development requirements for business operations.

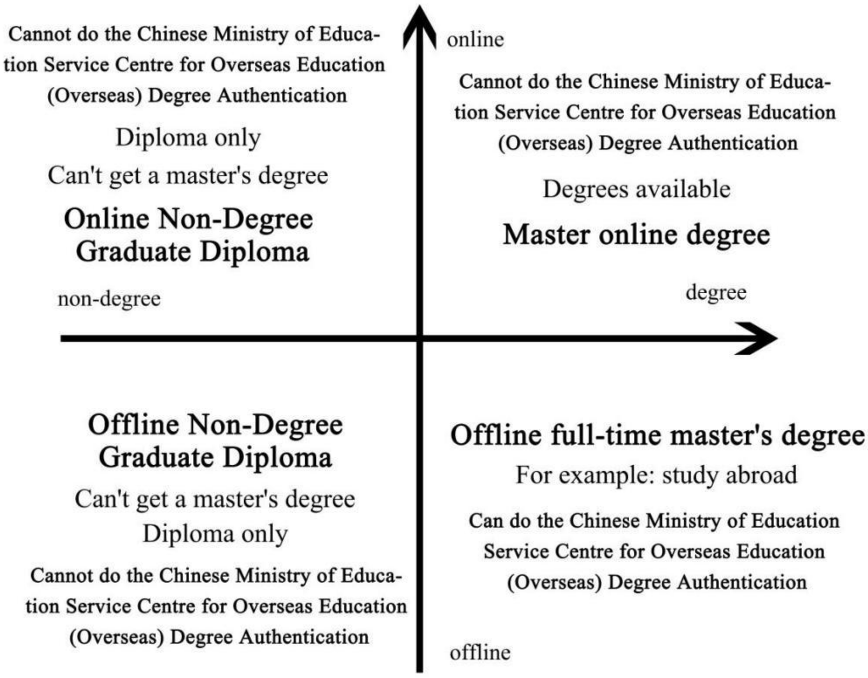
2) Problems that arise:

Many European universities have cooperated with various educational institutions to carry out online master's degree programmes in China, among which, some unscrupulous institutions take advantage of the information gap to falsely advertise the promise that the students do not need to go abroad, and they can obtain the certification of China's Service for International Students (CISC) by taking the online classes at home, and they charge the students with high tuition fees and service fees. After completing the course, the institution will only issue electronic graduation certificates of unknown origin, and the electronic graduation certificates received by the students will fail to be certified by China International Student Service Centre (CISC). China Service for International Students (CSCIS) certification, also known as Foreign (Overseas) Academic Degree Certification, refers to the identification and certification of academic degrees of returned overseas students carried out by China Education and Service Centre for International Students (CESCIS) for the returnees based on the applications made by the returned overseas students. Failure to obtain CESC certification means that the academic degree is not recognised in China.

Poor information on language barriers and relevant policies of Chinese agents substitute non-degree courses for degree courses and deliberately conceal key information in the acceptance letter issued by the school to the students, resulting in wasted money and time of the students and damage to the reputation of the university.

3）Difference between non-degree programmes and degree programmes: as follows.

Figure 4.2 Difference between non-degree and degree programmes - Matrix



5 External analysis

Development status of education and training industry

With the development of social economy, knowledge-based economy and the information age, traditional school education can no longer meet people's educational needs, the training industry came into being, China's education and training development has gone through a total of five stages of development: the budding period, the development period, the opening up period, the maturity and stability of the period of transition and development.

Budding Period (1978-1992)

The economic reform and opening up had just begun, and the planned economy was still the mainstay, education and training activities were strictly controlled by the government, and the number of social training institutions was scarce; after the 1980s, with the increasing number of college entrance exams, a wave of academic education and training emerged in the society, and with the opening up of the policy of studying abroad, the foreign language training courses were emerging one by one.

Development Period (1992-1998)

After Deng Xiaoping's Southern Speech and the 14th National Congress of the Communist Party of China (CPC), China entered the climax of the socialist market economy construction, the government gradually withdrew from the intervention in the education market, and the education and training market entered the initial stage of development. 1997, China's State Council issued the Regulations on the Running of Schools by the Social Forces to encourage the participation of the social forces in the running of schools, and the rapid development of private education and training organisations.

Opening period (1998-2004)

The numeracy training market has introduced the market competition and elimination mechanism to meet the needs of socio-economic development oriented by market-oriented demands. Various types of short-term training classes, skills classes have debuted. At the same time, China's accession to the WTO sounded the trumpet of overseas training institutions to enter China, overseas educational institutions continue to beach China's education market, a large number of training as the main task of the company and the international education and training service industry giants such as Wall Street, EF and other organisations have been stationed in China.

Mature and stable period (2004-2020)

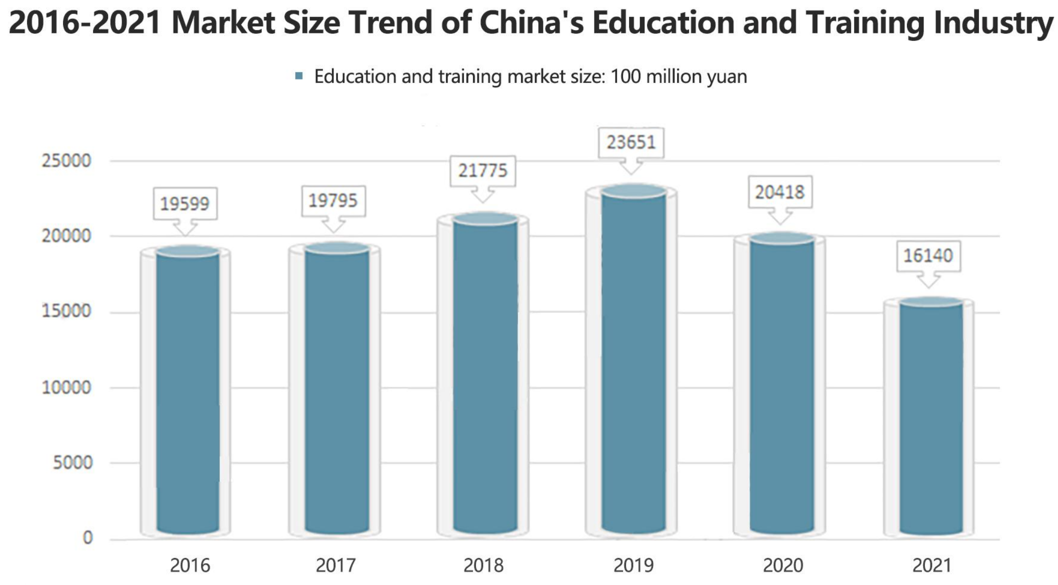
China's education and training market formed the New Oriental, Good Future, Angli, Peking University Youth Bird, Xinhua and other well-known enterprises and in the market segmentation of the formation of language, IT, business, children, civil servants, postgraduate students and other corresponding training services market, the domestic training enterprises from a single skill teaching to the development of integrated training and education group enterprises, and foreign training institutions to form a competitive. In addition, online education is also booming.

The end of the era of teaching and training, training institutions transformation and development (2021)

On 24 July 2021, the "Double Reduction" document came into force, and in less than a month, the trillion-dollar Chinese education and training market has witnessed a drastic shock and adjustment, and the head enterprises have quickly revealed their transformation signals to the market.

In recent years, China's education market has ushered in the peak of investment in the training industry, China's education and training in the field of market space is huge. 2020 China's education and training industry market size of 2041.8 billion yuan in 2021, July 24, the "double reduction" document landing in the past less than a month's time, trillion-scale China's education and training market has ushered in a violent shock adjustment. In less than a month, the trillion-dollar Chinese education and training market has ushered in a drastic shock adjustment, and it is expected that the market size of China's education and training industry in 2021 will be 1,614 billion yuan.

Figure 5.1 2016-2021 Market Size Trend of China's Education and Training Industry



Source Aggregated from relevant data from the China Statistics Bureau.

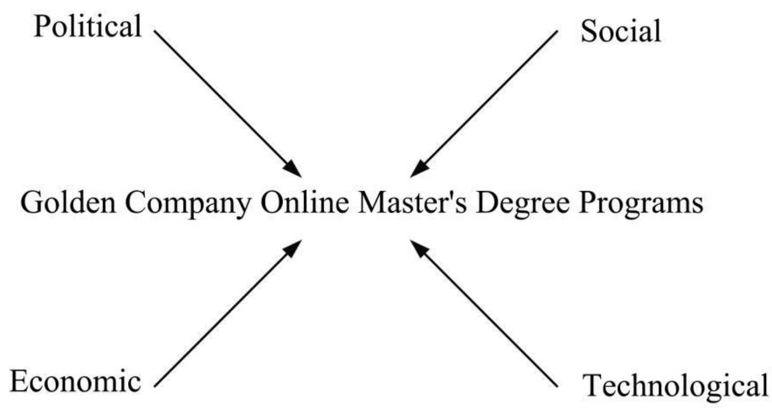
From the trend of industry scale share, K12 as an absolute demand, the scale of the education and training industry to maintain the first place all year round, although there are signs of a year-on-year decline, but always occupy one-fifth of the market share. The market share of quality education and vocational education is not very obvious, remaining at the level of 12% and 10%; the market share of early childhood education is relatively lower, and the growth is also slower, but there is a trend of accelerated expansion in the past two years.

Figure 5.2 Market Distribution Of China's Education And Training IndustryFrom 2017 To 2020

Source Aggregated from relevant data from the China Statistics Bureau.

The macro-environmental analysis of Golden company's online master's degree programme is based on political, economic, social, technological, as well as environmental and legal factors based on the PEST method of analysis.

Figure 5.3 PEST model



Golden company main market:China

5.1 Macro environm ent analysis

5.1.1 Political.

Currently and for the next few years, the political situation in China is basically stable. China will continue to focus on the theme of "peace and development", with an emphasis on restoring the economic decline of the Chinese market after the end of Covid-19. As the economy continues to develop, the education and training industry has become an emerging industry in recent years, with more and more people realising the importance of knowledge and education. China's population is still in the first place in the world, the Chinese government urgently needs to upgrade China from a populous country to a talent powerhouse, the Chinese government will not only increase financial expenditure to promote the development of the education industry, but will also introduce a series of laws and regulations to protect the development of the education industry, so the education industry will always be in a period of prosperity.

Figure 5.4 Policies related to the teaching profession：

date	Issuing department	POLICY	content
1987	National Education Commission	《Certain Temporary Provisions on the Establishment of Schools by the Society》	The running of schools by social forces is an integral part of China's educational endeavours and a complement to the running of schools by the State. People's governments at all levels and educational administrative departments should encourage and support social forces in running various educational undertakings, safeguard the legitimate rights and interests of schools, protect the enthusiasm for running schools, and, where conditions permit, do their utmost to help resolve difficulties in running schools, and give commendations and rewards to those who have made outstanding achievements in running schools.
1997	the State Council	《Regulations on the Running of Schools by Social Forces》	It has greatly stimulated the enthusiasm of all sectors of society to run schools and promote education.
2002	the State Council	《Law of the People's Republic of China on the Promotion of Private Education Education Promotion Law》	In order to implement the strategy of developing the country through science and education, promote the healthy development of private education, and safeguard the legitimate rights and interests of private schools and educated persons, laws are enacted in accordance with the Constitution and the Education Law. and the legitimate rights and interests of educated persons, in accordance with the Constitution and the Education Law.
2004	the State Council	《Law of the People's Republic of China on the Promotion of Private Education Education Promotion Law》	Encouragement of co-operative institutions that implement non-academic education. This series of laws and regulations provide our education training in China.
2010	the State Council	《Opinions of the State Council on Strengthening Vocational Training for Employment Training for Employment》	Since the reform and opening up of China, vocational training has achieved remarkable results, with the initial establishment of a vocational training system, the gradual improvement of policies and measures, the continuous expansion of the scale of training, the continuous improvement of the vocational quality and employability of workers, and the promotion of employment and economic and social development, which has played an important role, and in order to conscientiously implement the requirements of the Outline of the National Medium- and Long-Term Talent Development Plan (2010 - 2020), and the National Medium- and Long-Term Educational Reform and Development Plan (2010 - 2020), to comprehensively improve the level of the vocational skills of labourers, and to accelerate the construction of a skilled human resources team.
2010	–	《The Outline of the National Medium- and Long-Term Talent Development Plan》 (2010 - 2020)	The government's urgent need to upgrade China from a populous country to a talent powerhouse has fuelled the growth of the education industry by increasing financial expenditure on education.
2015	General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China	《Measures for the Management of Accredited Training Organisations》	In order to strengthen the supervision and management of certification and training institutions, standardise certification and training activities, according to the "Administrative Licensing Law of the People's Republic of China", "Certification and Accreditation Regulations of the People's Republic of China", as well as the State Council's relevant provisions of the development of this approach.
2018	–	《draft bill on promotion of public morals (PRC)》	Establishment of a risk prevention mechanism for prepaid management and rationalisation of fee rates and fee cycles
2018	Ministry of Education, State State Administration of Market Supervision General Administration	《Circular on the Improvement of Certain Working Mechanisms for the Special Control and Rectification of Off-School Training Institutions》	Do a good job of filing for primary and secondary school students the use of Internet technology online implementation of training and educational activities institutions, and effectively handle the entrance gate To follow the management policy of offline training institutions, simultaneous regulation of online training institutions.
2019	Ministry of Education	《On Doing a Good Job in 2019 in General Primary and Secondary Schools Enrolment and Admission Work Notice of》	Localities should regulate the private compulsory education school enrolment management, the private compulsory education school enrolment into the approval of the place of unified management, and public schools synchronous enrolment, shall not be in any form of advance selection of students, resolutely to prevent the impact on the enrolment order of the source of the place of enrolment. For the number of enrolment exceeds the enrolment plan of private schools. Guiding schools to take computerised random allocation for enrolment.
2019	The Central Committee of the Communist Party of China, State Council (PRC)	《China Education Modernisation 2035》	The "Internet plus" as the main feature of education informatisation as an endogenous variable of education systematic change to support and lead the development of education modernisation, and to promote the updating of education concepts, model change and system reconstruction for the information society.
2020	PRC National Development and Reform Commission (NDRC), formed in 2003	《The Report on Supporting the Healthy Development of New Businesses and New Models to Activate Consumption Activating the Consumer Market and Expanding Employment by Supporting the Healthy Development of New market and promote the expansion of employment Opinions on Supporting the Healthy Development of New Industries and New Models》	Vigorously developing integrated online education. Constructing a mechanism for the regular integration and development of online and offline education, and forming a pattern of positive interaction. Allow the purchase and appropriate use of eligible socialised, market-based and excellent online course resources. Explore the incorporation into the daily teaching system of some education stages, and conduct pilot tests in some schools. Improve the protection of intellectual property rights in online education, supervision of insiders, market access and other systems and norms, so as to form a supply of high-quality online educational resources.
2020	Ministry of Education	《Guidance from the Ministry of Education on strengthening the use of the "three classrooms classroom" application Opinions》	By 2022, the "three classrooms will be fully realised as a regular and on-demand application in the majority of primary and secondary schools, an effective mechanism will be established for expanding the coverage of high-quality educational resources by means of information technology, the problem of insufficient and bad classes will be fundamentally changed, and the quality of classroom teaching will be significantly improved. The quality of classroom teaching has been significantly improved. Teachers' teaching ability and information literacy have been continuously improved. Teachers' teaching ability and information literacy have been continuously improved, the standard of school operation has been generally raised, regional, urban-rural and inter-school gaps have been effectively bridged, and quality and balanced development of education has been promoted.
2021	Ministry of Education National Development and Reform Commission, Ministry of Industry and Information Technology, Ministry of Finance State Administration of Radio and Television	《On Significantly Strengthening the Construction of Online Teaching Resources for Primary and Secondary Schools Opinions on Vigorously Strengthening the Construction and Application of Online Educational Teaching Resources in Primary and Secondary Schools Opinions on the Construction and Application of》	By 2025, a system of clearly positioned and interconnected online education platforms will be basically formed. There will be a system of online education platforms for common construction and sharing, a system of subject curriculum resources covering all types of thematic education and versions of teaching materials, a system of policy guarantee covering construction, operation and maintenance, resource development, teaching and application, and implementation, and a system of school terminals and network conditions that meet the needs of education and teaching. Teachers and students' informatisation literacy and application ability have been significantly improved, the use of online educational resources for teaching and learning has become the new norm, the pattern of sharing and common use of high-quality educational resources has basically been perfected, and the role of informatisation in promoting the equitable development and quality improvement of education has been effectively brought into play.
2021	State Council Office of the People's Republic of China	《Agreeing to Adjust and Improve the Inter-Ministerial Joint Conference on Private Education Inter-Ministerial Joint Conference on Private Education System》	Encouraging social forces to set up education. Promoting the healthy development of private education. Implementing national policies and measures to encourage and support the development of private education, and coordinating the resolution of key and difficult issues. Strengthen the supervision and guidance of private education, and coordinate with relevant departments to rectify illegal and irregular behaviours. Regulate the order of schooling, standardise the management of out-of-school training institutions, and promote a healthy and orderly development environment.
2021	Ministry of Education	《Regulations on the Implementation of the Law of the People's Republic of China on the Promotion of Private Education Regulations for the Implementation of the Law on the Promotion of Education》	People's governments at all levels shall, in accordance with the law, support and regulate the organisation of private education by social forces, guarantee that private schools operate in accordance with the law and are independently managed, and encourage and guide private schools to improve their quality and characteristics and to meet diversified educational needs.
2021	National Development National Development and Reform Commission and others	《Implementation Programme for Promoting Stronger Education in the 14th Five-Year Plan Period Implementation Programme for the National Education Promotion Project in the Fourteenth Five-Year Plan Period》	Deepen the implementation of the innovation-driven development strategy, enhance the technical and skilled personnel support for industrial transformation and upgrading, deepen the integration of industry and education, school-enterprise cooperation, give full play to the important role of enterprises as the main body of school running, promote vocational colleges and universities (including technical colleges and universities, hereinafter the same), applied undergraduate colleges and universities to face the needs of economic and social development, strengthen the integration of industry and education and the construction of training bases, innovate cultivation modes, optimise cultivation structures, enhance the students' spirit of innovation, level of practice, and the ability to get a job.

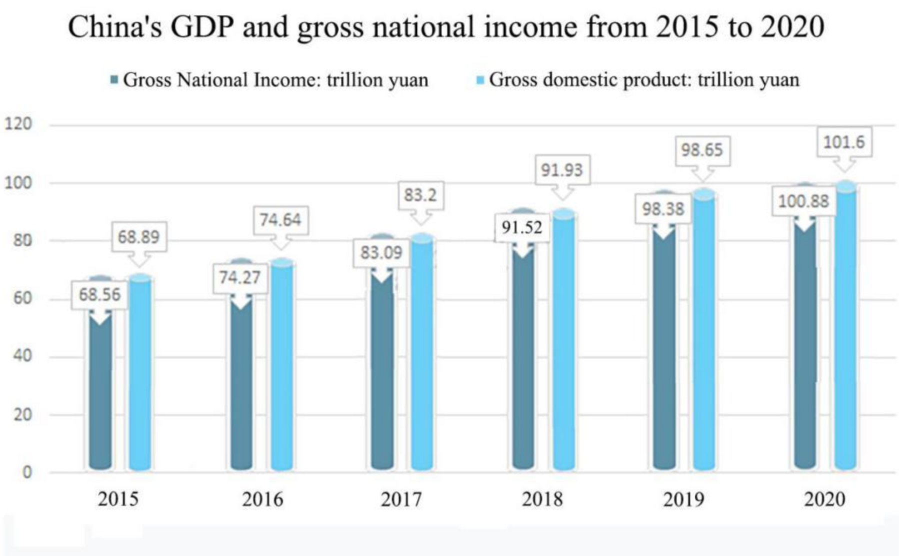
Source:Aggregated from relevant data from the China Statistics Bureau.

5.1.2 Economic

Education is an important symbol of the progress of human civilisation and an important source of power for social and economic development. With the arrival of the knowledge economy era, the future of mankind and the prosperity of the country are more dependent on education than ever before. For the country and the nation, education is related to the improvement of the quality of the whole nation and the development of politics, economy, culture and society; for the individual, education is related to whether a person can learn the basic skills for surviving in the society, whether he or she can enjoy the fruits of the civilisation of the modern society, and whether he or she can improve one's quality of life.

Since the reform and opening up, with the establishment and perfection of the socialist market economic system and the increasing expansion and deepening of opening up to the outside world, China's economic development has maintained a trend of rapid growth. in 2020, China's gross national income was 100.88 trillion yuan, an increase of 2.5 per cent year-on-year; its gross domestic product (GDP) was 101.6 trillion yuan, an increase of 3 per cent year-on-year; and its per capita GDP was 72,000 yuan, an increase of 2.4 per cent.

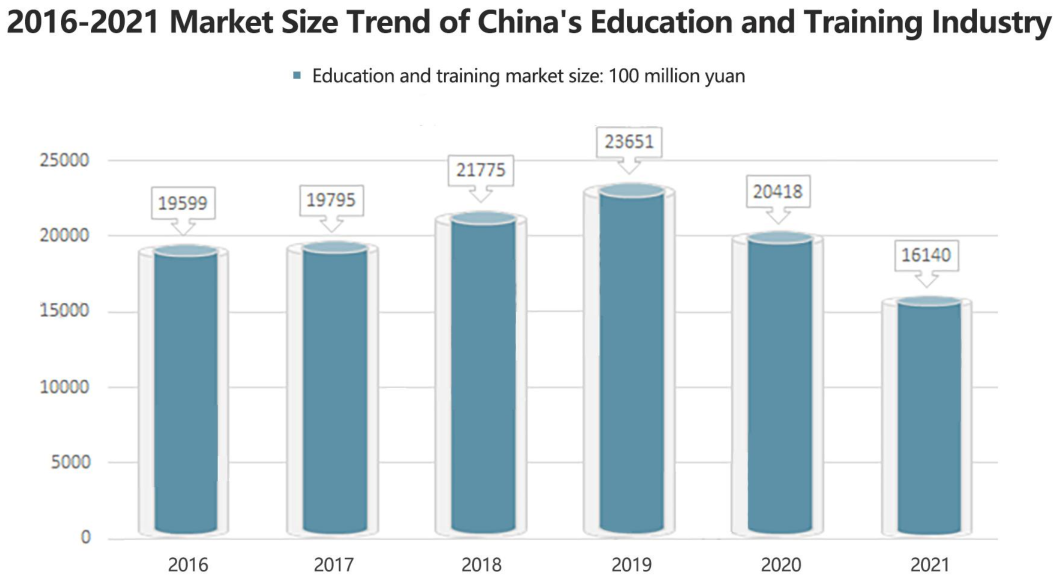
Figure 5.5 China's GDP and gross national income from 2015 to 2020



Source:Aggregated from relevant data from the China Statistics Bureau.

With the rapid development of China's economy and the growing social emphasis on national education, China's investment in education has increased year by year in recent years, with the total investment in education in China reaching 5.3 trillion yuan in 2020, an increase of 0.28 trillion yuan compared with 2019, or a year-on-year increase of 5.65 per cent. State financial education expenditure reached 4.29 trillion yuan, an increase of 0.28 trillion yuan from 2019, up 7.1 per cent year-on-year. Education funding and state financial investment in education have supported education reform and the tremendous development of education.

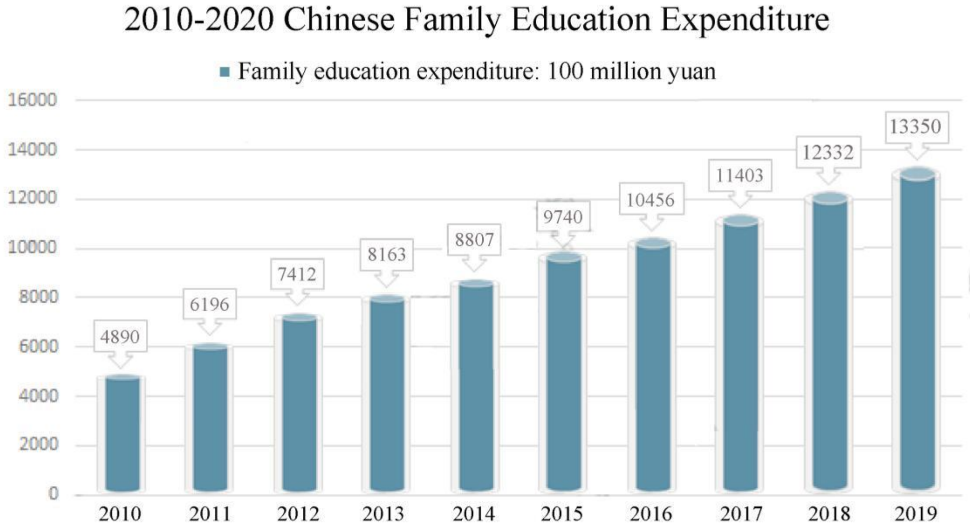
Figure 5.6 2016-2021 Market Size Trend of China's Education and Training Industry



Source:Aggregated from relevant data from the China Statistics Bureau.

No matter how poor you are, you can't afford to be poor in education", Chinese parents have not been "stingy" in investing in their children's education. According to statistics, the ratio of national financial education expenditure to family education expenditure is 1:3, and according to the 1:3 ratio conversion, and according to the National Education Expenditure Implementation Statistics Bulletin issued by the Ministry of Education every year, in 2020, China's national financial education expenditure will be 4,289.1 billion yuan, and according to the ratio, China's family education expenditure will be 1,429.7 billion yuan.

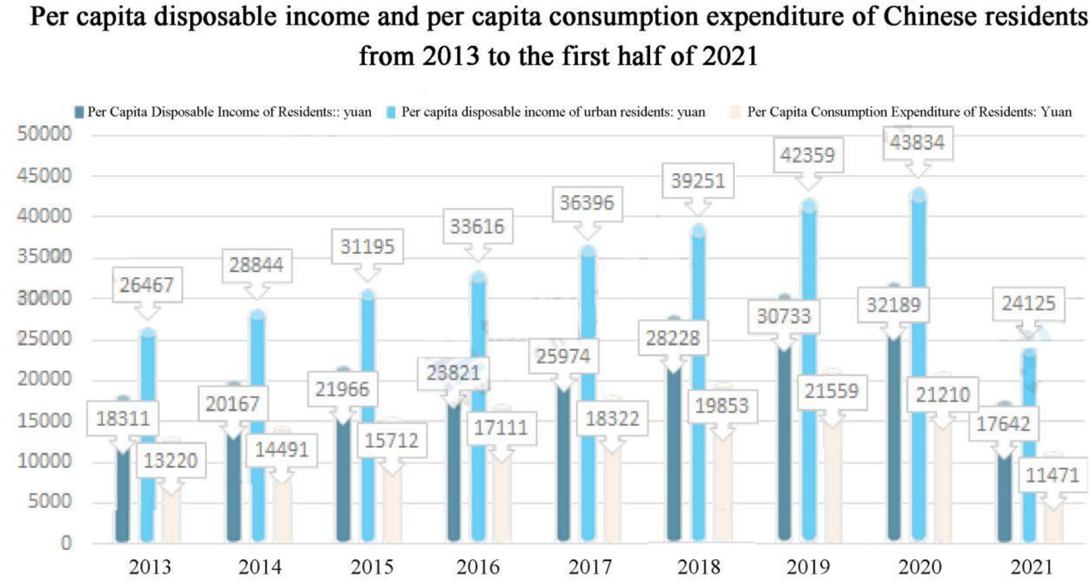
Figure 5.7 2010-2020 Chinese Family Education Expenditure



Source:Aggregated from relevant data from the China Statistics Bureau.

The most basic factor in economic development is people, and the improvement of human quality depends on education. With the growth of China's per capita disposable income and per capita consumption expenditure, fuelling the rapid development of education and education and training, in the first half of 2021, China's per capita disposable income of 17,642 yuan per capita, urban residents per capita disposable income of 24,125 yuan per capita; per capita consumption expenditure of 11,471 yuan per capita, urban residents per capita consumption expenditure of 14,566 yuan per capita.

Figure 5.8 Per capita disposable income and per capita consumption expenditure of Chinese residentsfrom 2013 to the first half of 2021

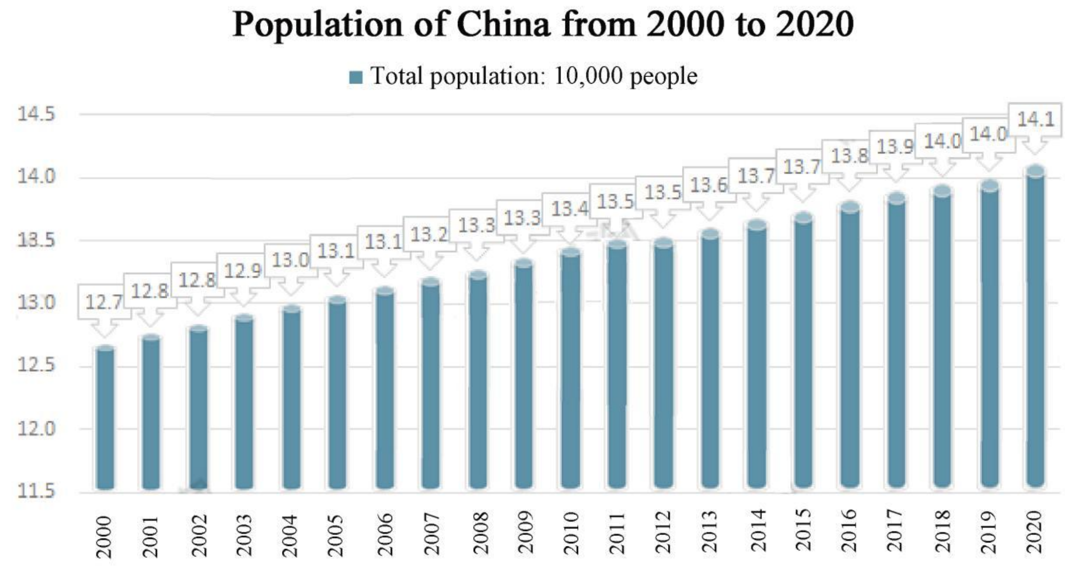


Source:Aggregated from relevant data from the China Statistics Bureau.

5.1.3 Social

Historically, China's population has always maintained a large proportion of the world's population.From 1959 to 2020, China's population was growing, and in 2000, China's population numbered 127 million, accounting for 20.65% of the world's population. According to the seventh national census data, China's population reached 1.402 billion in 2020, and the number of births decreased by 2.6 million compared to 2019, a decline of 18 per cent.

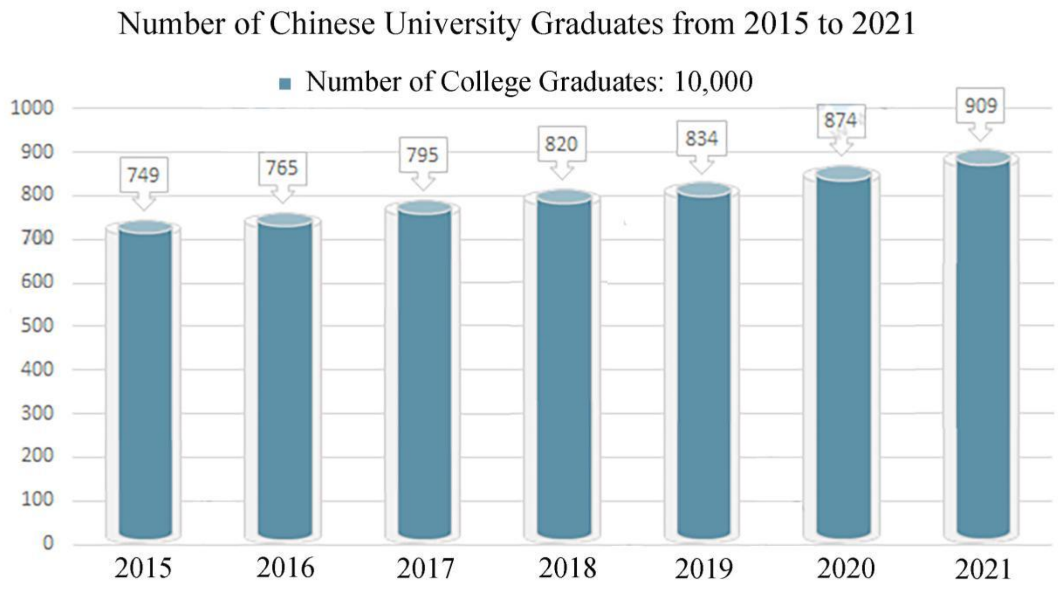
Figure 5.9 Population of China from 2000 to 2020



Source:Aggregated from relevant data from the China Statistics Bureau.

The current employment situation is actually not particularly good, and many fields belong to the winter period. Compared with last year's complicated and severe employment situation, the spring recruitment of fresh graduates in 2021 has obviously warmed up, with the total size of the nation's ordinary college graduates at 9.09 million, an increase of 350,000 over the previous year, or a year-on-year increase of 4.00 per cent; and the employment progress of the graduates of the Class of 2021 has been smooth on the whole.

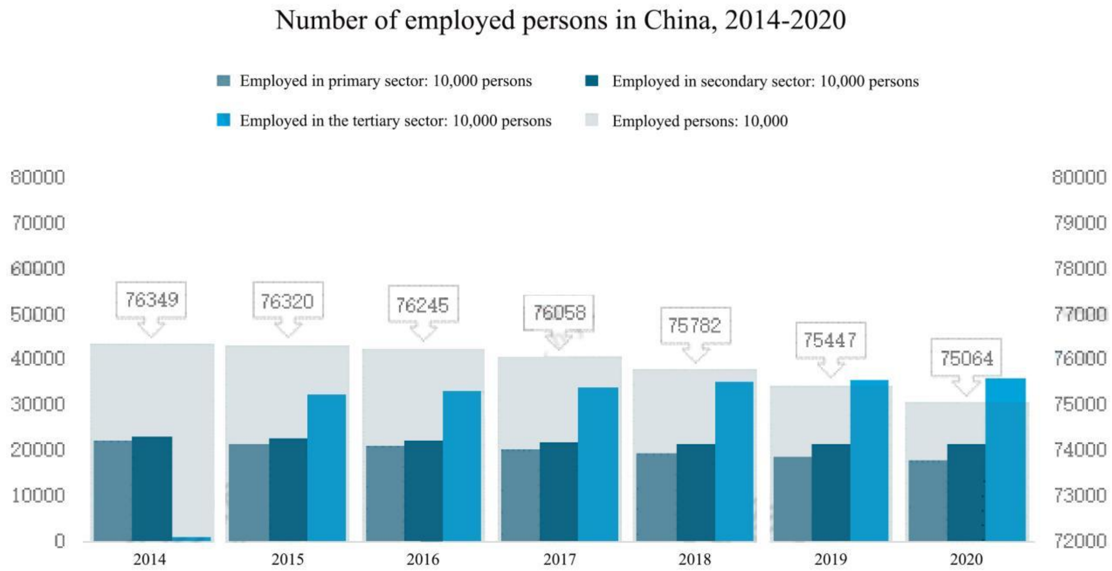
Figure 5.10 Number of Chinese University Graduates from 2015 to 2021



Source:Aggregated from relevant data from the China Statistics Bureau.

In 2020, China will employ 750.64 million people, a year-on-year decline of 0.5 per cent; the number of people employed in the primary industry will be 177.15 million, a year-on-year decline of 8.9 per cent; the number of people employed in the secondary industry will be 215.43 million, a year-on-year increase of 1.1 per cent; and the number of people employed in the tertiary industry will be 358.06 million, a year-on-year decline of 2.5 per cent.

Figure 5.11 Number ofemployed persons in China2014-2020



Source:Aggregated from relevant data from the China Statistics Bureau.

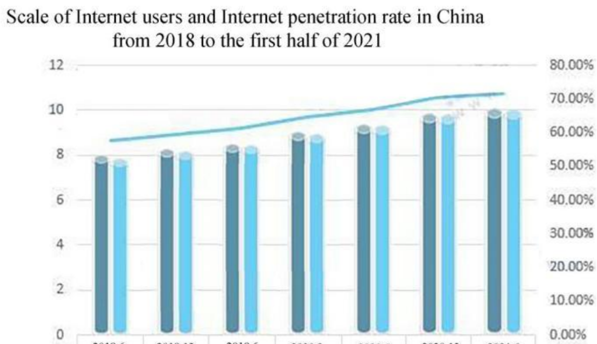
China's employment competition is under great pressure. 462.71 million people will be employed in China's urban areas in 2020, a year-on-year increase of 4.6 per cent; 11.86 million people will be newly employed in urban areas for the year, significantly higher than the expected target of more than 9 million people, and 131.8 per cent of the full-year target will be completed; and the registered unemployment rate in urban areas will be 4.24 per cent, lower than the expected target of around 5.5 per cent.

5.1.4 technological

The development of high technology promotes educational institutions in many ways. The provision of services in various aspects such as consultation, teaching, counselling, notification and publicity by means of high technology not only enlarges the scale of educational institutions and speeds up the pace of their informatisation, but also creates the conditions for the realisation of the benefits of scaling up by educational institutions. Nowadays, the development of communication technology and information technology makes more educational institutions to open their own branches in the country, the exchange and circulation of information between them are through high-tech means, which not only improves their own efficiency, but also realises the unity of the overall standardisation of the information of the institution, so that the institution's resources can be more efficiently used.

China's huge population base, large volume of Internet users, boosting the development of China's education and training information technology. 2020 China's Internet users scale 989 million people, including 986 million mobile phone Internet users scale, Internet penetration rate of 70.40%; in June 2021, China's Internet users scale 1.011 billion people, including 1.007 billion mobile phone Internet users scale, Internet penetration rate of 71.60 per cent.

Figure 5.12 Scale ofInternet users and Internet penetration rate in China from 2018 to the first half of 2021

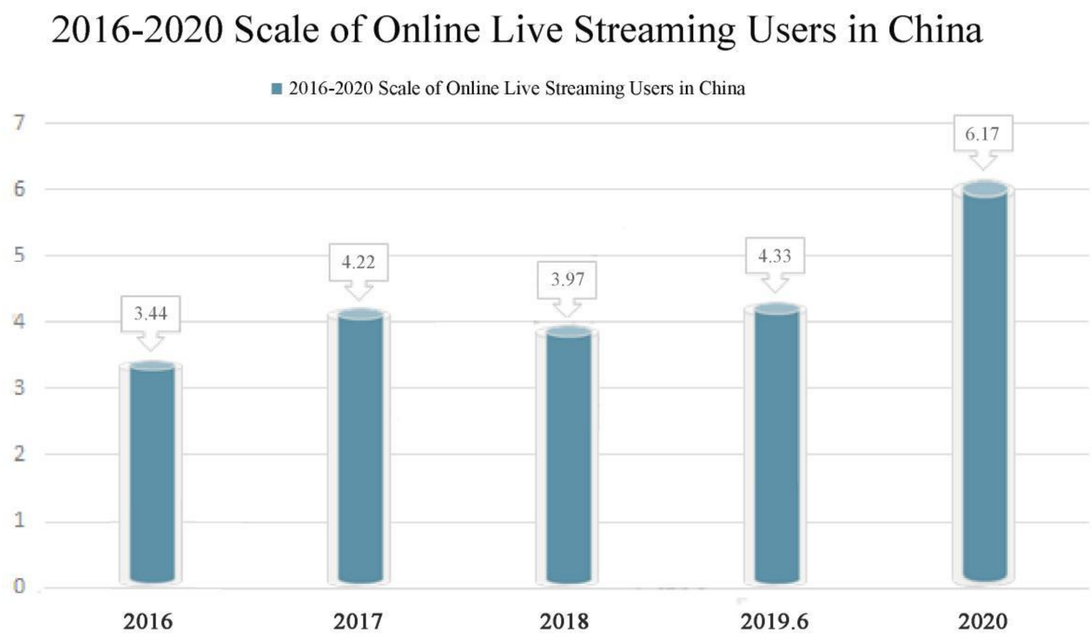


	2018.6	2018.12	2019.6	2020.3	2020.6	2020.12	2021.6
Netizen scale: 100 million people	8.02	8.29	8.54	9.04	9.4	9.89	10.11
Number of mobile Internet users: 100 million	7.87	8.17	8.47	8.97	9.32	9.86	10.07
Internet penetration	57.70%	59.60%	61.20%	64.50%	67%	70.40%	71.60%

Source:Aggregated from relevant data from the China Statistics Bureau.

The sudden black swan event in 2020 has plunged many offline educational institutions into an unprecedented crisis. At the same time, online education has ushered in a new development opportunity, taking advantage of the market. The whole epidemic has turned online education and Internet education from the original auxiliary teaching to the main battlefield of teaching at once. Tens of millions of teachers live online classes, nearly 300 million users scale focus on online, and the daily activity of mainstream online live class APPs such as Xueshi Online School and New Oriental Online is soaring exponentially. By the end of 2020, the scale of China's webcasting users reached 617 million, an increase of 184 million compared to June 2019, accounting for 62.4% of the overall number of Internet users.

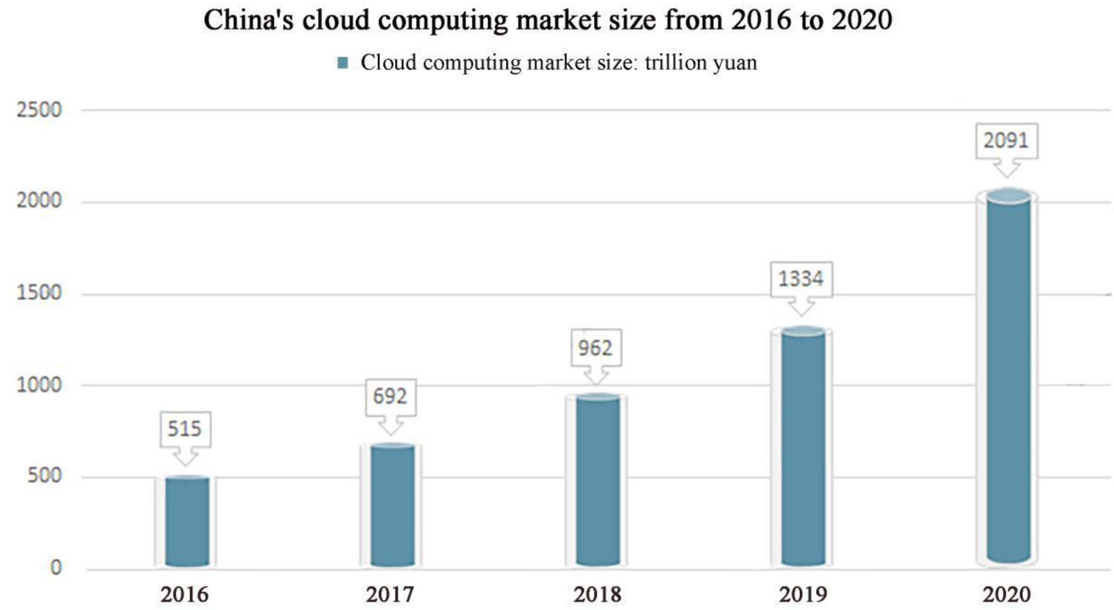
Figure 5.13 2016-2020 Scale ofOnline Live Streaming Users in China



Source:Aggregated from relevant data from the China Statistics Bureau.

Currently, cloud computing came into being and became the power of education informatisation.Since 2016, the size of China's cloud computing market has shown a year-on-year growth trend, and the size of China's cloud computing market in 2020 grew from 51.5 billion yuan in 2016 to 209.1 billion yuan.

Figure 5.14 China's cloud computing market size from 2016 to 2020

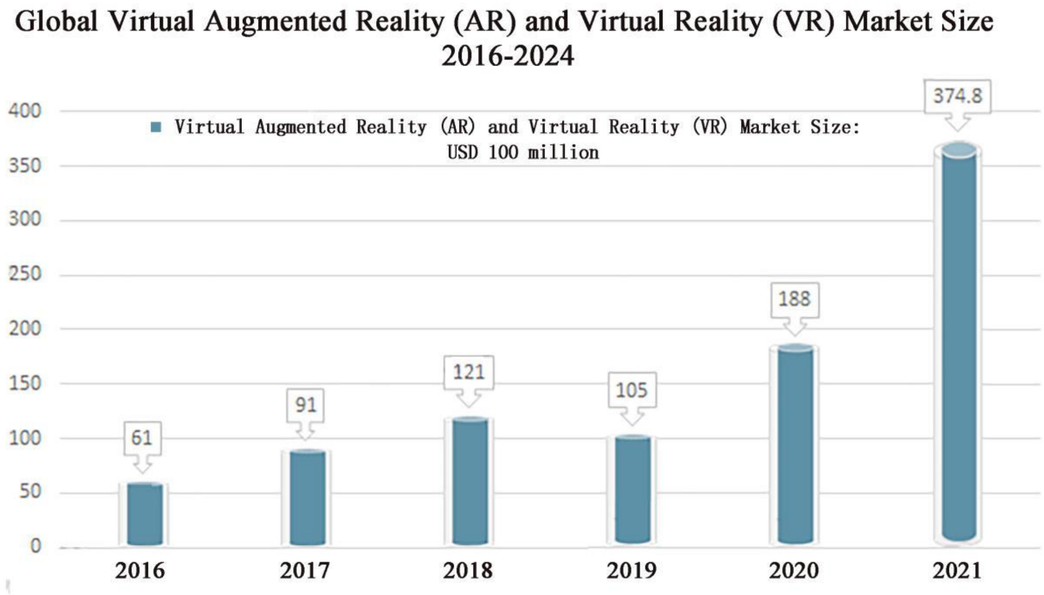


Source:Aggregated from relevant data from the China Statistics Bureau.

VR integrates many technologies such as multimedia, sensors, new displays, the Internet and artificial intelligence, and has become an important force leading a new round of global industrial change. In the key tasks of the 2019 Education Informatisation and Network Security Work Points issued by the Ministry of Education, VR technology is explicitly included in the annual key tasks of education informatisation to promote the in-depth application of new technologies such as big data, virtual reality and artificial intelligence in education teaching.

The global augmented reality (AR) and virtual reality (VR) market size grew year by year from 2016 to 2018, and the virtual augmented reality (AR) and virtual status quo (VR) market size declined to $10.5 billion in 2019, a year-on-year decline of 13.2%; the global virtual augmented reality (AR) and virtual status quo (VR) market size of $18.8 billion in 2020, a year-on-year growth of 79.0%; Global Virtual Augmented Reality (AR) & Virtual Status Quo (VR) Market size is expected to reach USD 37.48 billion by 2024.

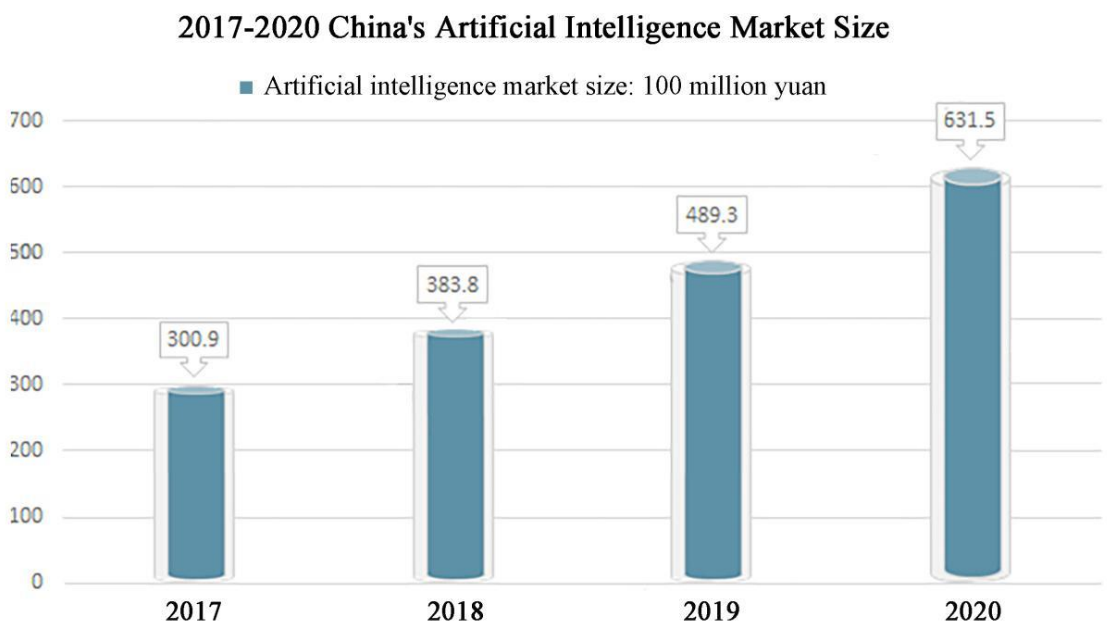
Figure 5.15 Global Virtual Augmented Reality (AR) and Virtual Reality (VR) Market Size2016-2024



Source:Aggregated from relevant data from the China Statistics Bureau.

With the rapid development of artificial intelligence and the arrival of the information age, artificial intelligence education has also emerged.From 2017 to 2020, China's artificial intelligence market scale continued to maintain a high growth rate, and in 2020, China's artificial intelligence market scale reached 63.15 billion yuan, with a growth rate of 29.06%.

Figure 5.16 2017-2020 China's Artificial Intelligence Market Size



Source:Aggregated from relevant data from the China Statistics Bureau.

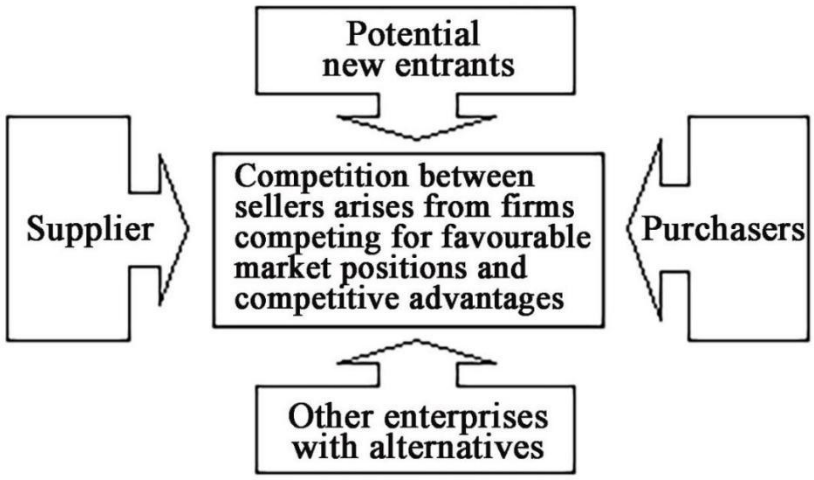
5.2 Porter's Five Forces model analysis

The analysis of industry competitive environment comes from the analysis of Porter's five forces model, which was put forward by Michael Porter in the early 1980s, and has a global and far-reaching impact on the formulation of corporate strategy. Used in the analysis of competitive strategy, it can effectively analyse the customer's competitive environment.

According to Porter's viewpoint, competition in an industry is not only among the original competitors, but also the existence of five basic competitive forces. The status and combined intensity of these five basic competitive forces determine the degree of competitive intensity of the industry, which in turn determines the eventual profit potential in the industry as well as the extent of the flow of capital to the industry, and all of which ultimately determines a company's ability to maintain a high level of profitability. The five forces are: the bargaining power of suppliers, the bargaining power of buyers, the ability of potential competitors to enter, the substituting power of substitutes, and the ability of competitors in the industry to compete now. Changes in different combinations of the five forces ultimately affect changes in the profit potential of the industry.

Porter's Five Forces analysis belongs to the micro-environmental analysis in the external environment analysis, which is mainly used to analyse the competitive pattern of enterprises in the industry and the relationship between the industry and other industries. It is essentially a tool for the application of management thinking at the strategic level in the practical activities of corporate marketing management, requiring our corporate marketing managers to manage their enterprises from the perspective of strategic analysis. The emphasis is on a strategic awareness, or the use of strategic thinking.

Figure 5.17 Porter's five force analysis model



Source: Plotted on the basis of the Porter's Five Forces model.

5.2.1 Supply Analysis of Education Products

Compared with other industries, the education industry has its own uniqueness and there is no clear definition for suppliers. Whether it is degree or non-degree education, high-quality teaching resources are the first factor for customers to choose. In degree education, the organisations that provide teaching resources and issue relevant certificates will be relatively subjective in their evaluation of the products and lack of market testing, which is a limitation. However, although Golden company has started cooperation business with many colleges and universities at home and abroad, it does not have the qualification to issue degree and graduation certificates, but only provides some teaching resources and related courses as well as training for students to make the teaching products more in line with the market. At present, with the storming of Xuewei International Research Institute, Golden company online master's degree programme has shown a strong advantage by virtue of its strong brand advantage and rich product resources. In the future, no matter it is the market, experience, reputation or brand, Golden company online master's degree programme will surely show a situation of one-upmanship.

5.2.2 Competition analysis in the education industry

At present, Golden company online master's programme is facing competitors mainly from these two aspects: online cooperation between Chinese universities and foreign universities, and private small institutions.

Chinese colleges and universities have a natural brand advantage, consumers will naturally tend to colleges and universities in terms of trust, at present, China's online degree market is full of all kinds of small organisations, fish and dragons, so consumers choose the products of colleges and universities that eliminates the situation of being cheated. So even if some of the university online project lack of market test, not necessarily suitable for students, but also has a natural advantage, consumers in the unawareness of the teaching product will be preferred to the university project.

Now China's education market is very many small institutions, these small institutions with affordable price advantage has also occupied a certain market share, but consumers in the choice of these products there is a greater risk of not being able to judge the authenticity of the product, the credibility of these institutions is worrying.

5.2.3 Product demand analysis

The two factors affecting product demand are: the quantity of products or services required by the buyer; the cost required by the buyer to purchase substitutes and what kind of goal to pursue and what kind of effect to achieve. How to build the buyer's customer loyalty is the goal that the supplier should strive for. The basic principle of building customer loyalty is good quality and low price. But such a practice of appeasing the buyer's market will compress the overall interests of the seller's industry. So the seller's market can find a reasonable profit margin that everyone is happy with.

Golden company online master's degree project entered the market late, from 2018 to enter the Chinese market, with its strong brand infectivity and meet market expectations of the product to make a notable sales, this is belong to the seller's market, the consumer does not have a real bargaining power, can only be passive to accept the seller's price and products. At a later stage, as the market competition is in an unsaturated state, new markets and new competitors are bound to appear. Together with Golden comoany's internal operation and management problems, Golden company online master's degree programme has been losing market share although its sales are increasing every year. The market for online degree programmes is becoming increasingly saturated, giving consumers more and more choice and bargaining space. Therefore, the Golden company online master's degree programme currently belongs to the buyer's market.

5.2.4 Analysis of alternatives

With the deepening of China's internationalisation, the vast market is China's natural advantage, more and more overseas universities and teaching institutions come to China to seek cooperation, especially with Chinese universities to carry out cooperative education, in February 2022, Renmin University of China, Italy, the University of Louise and the University of Washington, the United States of America, three universities carried out a combination of online and offline signing ceremony, in which the signing ceremony, the three parties agreed to open the world's first "three bachelor's degree international project in management" through strong combination and complementary advantages, and for this project, the three parties also signed a joint signing ceremony. In the signing ceremony, the three parties agreed to open the world's first "Three Bachelor's Degree International Programme in Management" by combining their strengths and complementing each other's strengths in the future, and for the project, the three parties also signed the "Global Joint Academic Co-operation Agreement", which is of great significance for the cooperation of the three parties, and this initiative of the three universities is of great importance for promoting the normalisation of online education. The signing of this agreement is of great significance for the three cooperating parties, and this initiative of the three universities is of great significance for the three cooperating parties.

Through the market, consumers have a clearer target for the products and services they need, and they prefer institutions with strong brands and good reputation. In education, time is money, so when choosing, consumers want to minimise the consequences of choosing the wrong product, so in the long run, the market will be a game between strong brands.

At the same time, China is now in an "Internet+" society, where everyone has a mobile phone, to the extent that people are not separated from their phones. Therefore, mobile phones have also become people's main learning tools, a large number of learning software out of the market, promoting education reform and learning mode of diversified development, but mobile learning for self-control, time is relatively free for the students, complementary, can use the fragmented time to learn to improve, so it also has a certain impact on the training industry.

6 SWOT analysis of golden company online masters programme

Table 6.1 SWOT Analysis for golden company online masters programme

Strengths	Strong Brand Influence
	Strong teaching resources
	Clear positioning
	Sound student service system
Weaknesses	High staff turnover within the enterprise
	Chaotic internal operation and management
	Difficulty in refunding student fees
Opportunities	The online degree education market has great potential in the future
	Educational resources are scarce in second- and third-tier cities, and online education will soon become mainstream.
	Mobile users have become the mainstream, and China has a huge number of online users.
Threats	Numerous small organisations and vicious price competition

Source: Author

7 Improvement of marketing strategies

7.1 Marketing Goal Setting

In order to scientific and rigorous enterprise marketing objectives, this project combines data analysis methods such as smoothing index method and Delphi method (expert scoring method) to forecast Golden company's sales in 2023-2025, which has helped Golden company to formulate a more objective and scientific marketing objectives, and to adopt more effective marketing objectives.

Firstly, this project applies the primary index smoothing forecast model to predict the sales of Golden company for three years from 2023-2025, and the primary smoothing formula is as follows:

$$Y_{t+1} = aX_t + (1 - a)Y_t$$

To obtain the value of Y, the optimal a value must be deduced, firstly this project uses the Excel tool to find the optimal a value. From the following table 7.1 simulation operator can be obtained, when a is 0.6, the corresponding MSE value is the smallest. That is, the predicted sales are more accurate, and then a = 0.6 is brought into the primary smoothing formula to obtain the predicted sales in 2023 is 7.82 million yuan.

Table 7.1 Find the corresponding MSE table from one-dimensional analog table

Exponential Smoothing Constant	MSE
0. 1	619870. 0041
0. 2	459366. 0757
0. 3	345897. 6121
0. 4	265512. 4651
0. 5	208255. 2083
0. 6	167123. 9851

This project then applies the Delphi method by inviting six experts who are very knowledgeable about Golden company's internal and external environmental operations, as shown in Table 7.2.

Table 7.2 Internal expert situation table

Serial Number	Position	Reason for invitation
1	General manager of golden company	Familiar with the internal and external operations of the company and understand the development direction of the industry
2	Deputy General Manager of golden company	A more detailed understanding of the internal operation of the enterprise
3	Financial Director of golden company	Understand the financial situation and operation of the company
4	Leader of the online degree section of golden company	Understand the company's products in this sector and the direction of product development updates
5	Marketing Manager of online degree segment of golden company	Understand the current situation of enterprise marketing, understand the current situation of market sales
6	Product manager of online degree segment of golden company	Understand the production situation of enterprise products

Source: Plotted on the basis of relevant data

After three feedbacks, the sales forecasts for 2023 are shown in Table 7.3, where the experts are randomly numbered, the sales forecasts for 2024 are shown in Table 7.4, and the sales forecasts for 2025 are shown in Table 7.5.

Table 7.3 2023 Golden company sales expert feedback form

Expert number	first feedback			second feedback			third feedback		
	low value	possible value	high value	low value	possible value	high value	low value	possible value	high value
1	500	670	800	550	680	850	650	700	750
2	600	750	860	630	760	820	630	680	800
3	540	600	700	600	650	700	700	750	830
4	740	800	900	570	700	800	640	700	760
5	690	790	830	690	760	840	680	730	780
6	580	630	700	640	700	800	600	680	750
average	608	707	798	613	708	802	650	707	778

Source: Plotted on the basis of relevant data

Table 7.4 2024 Golden company sales expert feedback form

Source: Plotted on the basis of relevant data

Expert number	first feedback			second feedback			third feedback		
	low value	possible value	high value	low value	possible value	high value	low value	possible value	high value
1	660	730	850	700	780	860	700	800	900
2	700	788	900	680	800	900	670	780	940
3	684	790	960	660	750	830	660	780	880
4	720	800	880	680	760	900	650	750	830
5	710	830	950	700	780	930	720	850	940
6	630	730	830	650	720	800	760	880	950
average	684	778	895	678	765	870	693	807	907

The median calculation method used here in this project allows the three feedback results to be ranked as follows, from the lowest to the highest predicted value:

Table 7.5 2023 Golden company sales expert feedback form

Expert number	first feedback			second feedback			third feedback		
	low value	possible value	high value	low value	possible value	high value	low value	possible value	high value
1	800	870	980	900	960	1000	860	980	1100
2	830	900	1000	860	980	1200	840	900	970
3	790	960	1080	850	980	1070	900	930	980
4	860	960	1060	950	1000	1080	870	950	1100
5	900	980	1100	880	950	1000	830	850	940
6	890	1000	1060	840	930	1000	760	950	1020
average	845	945	1047	880	967	1058	853	937	1025

Source: Plotted on the basis of relevant data

Lowest sales to occur: 600, 630, 640, 650, 680, 700

Most likely to occur: 750, 760, 780, 800, 830

Highest occurring sales: 750, 760, 780, 800, 830

The formula for the median term is x=(n+2)/2,The median of the lowest occurring sales is the middle term, which is 645.The median of the most likely sales is 715; the highest occurring sales is $7.8 million. The most likely sales, the lowest occurring sales and the highest occurring sales are calculated as a probability-weighted average of 0.5/0.2 and 0.3, respectively. The projected average sales for Golden company in 2023 can be obtained as $7.205 million.

Calculation steps, as follows:

715*0.5 + 645*0.2 + 780*0.3 = $7,205,000

Repeating the above steps using the Delphi method, we can predict Golden company's sales revenue to be $8.07 million in 2024 and $9.27 million in 2025.

Through the above two methods, the smoothing index method, one-dimensional linear regression method and Delphi method are weighted according to the probability of 0.5 and 0.5, respectively, and the summary statistics are shown in Tables 4.7 and 4.8.Regarding this result, the authors once again conducted an in-depth interview with the enterprise experts, and the person in charge of the enterprise's on-line degree and the other experts agreed that based on the current external situation of the enterprise is good, such as the favourable national policy, China's unique public order and morals, and first-tier city-specific customer groups are also expanding solidly. However, while the external situation is favourable, the company's internal management still needs to make more efforts to improve, so it should adopt the marketing programme of "seeking progress while maintaining stability".

Table 7.6 2023 Sales Forecast Statistical Table

Method / Year	Smoothing index method (50%)	Delphi method (50%)	Ultimate goal	Growth rate
2023	782	720.5	751.25	-6.1%

2024-2025 Sales Forecast Statistical Table

Method / Year	One-dimensional linear regression (math.) (50%)	Delphi method (50%)	Ultimate goal	Growth rate
2024	976	807	891.5	18.7%
2025	1050	929	989.5	11%

Source: self-made by the author

7.2 Golden company Online Masters Degree Programme Marketing Strategy Options

Depending on the actual situation of different companies, the company will adopt different competitive strategies to achieve the expected sales revenue.Golden company was founded in 2006 in Shanghai, a first-tier city in China, and in the past 17 years, it has created a remarkable performance and excellent reputation, and has become a myth in China's adult education industry. However, it has also suffered from the difficult period of China's three-year epidemic, and after the full liberalisation of China's epidemic, Golden company Online Degree Masters re-launched in 2023, aiming to become the number 1 in the field of online degrees after Xuewei International.

7.2.1 Selection of Strategic Objectives

In terms of long-term vision planning, Golden company online master's degree should be made the leading brand in the field of online degree in China.

From the perspective of market vision, Golden company online master's degree programme should take into account its own situation and development goals, and plan to achieve the ideal state of the final sales forecast, which includes the teaching level, market impact, market share and the proportion of student source and so on.

Based on the above analyses, the strategic objectives of Golden company online master degree within the next five years are proposed:

Form a stable and efficient team with self-innovation ability

China's education and training industry needs a long time of customer experience and teaching quality to form a good reputation, and China's education and training industry has a frequent turnover of personnel, so to establish a stable and efficient, high-quality teachers and management team is a necessary condition for the development of Golden company online master's degree programme.

Provide reasonable incentives and promotion paths for employees.

The promotion of Golden company online master degree programme not only relies on the strong brand influence, but also relies on the personal word-of-mouth publicity of teachers, sales and students. The three promote each other, and there are also contradictions between them. As long as there is a reasonable incentive mechanism and promotion path, as well as good student maintenance and course experience, the organisation and individuals can give full play to their own initiative. Let organisations and individuals give full play to their subjective initiative and actively invest in the promotion and development of Golden company online master degree courses.

Increase marketing efforts, give full play to the functions of the Internet and self media, and grasp the "traffic + content is king".

Golden company's online master's degree originally relied on traditional consultation, leaflets and referrals to learn about the programme. Nowadays, when the network and self-media are in full swing and traffic is king, we should give full play to the self-media publicity power of organisations and individuals, from wechat coment to TikTok's short videos; from the regular push of WeChat public number to the live broadcasting of free courses. Multi-angle, multi-form, omni-directional influence and strike, traffic will form a scale effect in a short time.

Content is king, strengthen the sense of service

With China's Internet I + thinking into all walks of life, as people's appreciation is becoming higher and higher, the content has become a distinction between each other, the standard of the best and the worst, outstanding product quality is the most important thing. Through market research, to meet the immediate needs of students, organise Chinese and foreign teachers to develop high-quality product courses, and strengthen the sense of service to create a successful customer experience.

7.3 Analysis of marketing strategies

The education and training industry is characterised by the simultaneous completion of the production and consumption process and the excessive human factors in the process, making it difficult to achieve absolutely standardised measurements. This section is based on the 4P theory and a small number of 4Rs theory, the Golden company online masters degree programme predicts the achievement of sales target.

7.3.1 Product strategy

Reasonable and effective project development strategy should be based on the analysis of the macro environment and internal environment, from the current Chinese market, we can see that the training industry and online degree market is extensive, with a wide range of books and the phenomenon of fish eyes mixing pearls is obvious, especially the real and fake online degree projects, consumers know relatively little about the online degree projects, and lack of the ability to identify the authenticity of the project and the ability of the reliable or not. Golden company online master degree programmes need to rely on strong brand background and years of customer reputation, and adopt boutique and differentiated product development strategy. Reduce the time cost for consumers to consider and select, and essentially meet the immediate needs of students. So. The products that need to be developed emphasise quality over quantity and focus on the development of special educational products.

Continuing to leverage Golden company's absolute strengths accumulated in financial training programmes, we will further expand into second and third tier cities, especially in the design of the programmes, which need to be tailored to the local job market. For trainees applying for the programme, no matter what their majors are, they need to meet the English speaking and writing requirements in the interview. For students of different majors, after different careers in the workplace, each of them has different skills and work experience, and each of them has different needs in choosing the programme, some of them want to accumulate contacts and improve their circle; some of them want to get a degree quickly to achieve promotion and salary increase in the workplace; some of them simply want to continue their studies and improve themselves. This also creates a better market space for Golden company online master's degree to continue to develop in the Chinese market.

Expand the scope of market research, and actively learn from the successful product development experience of Shanghai and other first-tier cities, first-tier cities always gather a lot of capital, rich resources and abundant funds, the population is to accelerate the innovation of the product, the formation of a more intense competition in the market, so that the survival of the product is more in line with the immediate needs of consumers and the market, a very valuable reference value and learning value. Establish the goal, the existing products to take the improvement, focusing on advantageous resources, to create the characteristics of the classic products in line with market expectations.

7.3.2 Pricing Advantages

The price factor is an important factor for many consumers to decide whether to buy a product or not, the price is determined by the market, but cannot be completely controlled by the market. Reasonable pricing can win more consumers, and is conducive to expanding the market and establishing a good brand image, Golden company online master's degree programme can take demand-led pricing method, demand-led pricing method is the company's pricing ideas based on the consumer's perception of the value of the product as a starting point, and the goal is to maximize the understanding of consumers and their needs. This pricing method, breaks the traditional method of companies relying on product cost pricing, and focuses more on the consumer's feelings about the product as well as their perception of the product. In the training industry, the customer experience is a key element in the consumer's decision to buy, so the trainee's perception of the course is particularly important.

7.3.3 Promotion Strategy

Promotional strategy is to make consumers trust the brand, enhance the status of the product in consumers' mind and stimulate consumers' demand through the company's publicity efforts on the product or service.Golden company online master's degree course promotional strategy mainly includes: computer, mobile search engine promotion, advertisement, telemarketing by staff, brand promotion, mobile promotion (WeChat, Weibo, Jitterbug, China Mass Dianping, Golden online school APP, etc.)

Computer, mobile search engine promotion

The Internet is developing rapidly in China, engine search has become an important way for people to answer questions and solve problems, search engine promotion has become a basic way of marketing, through the bidding rankings in the major search engines, so that more consumers have the opportunity to contact the brand.

Official website

A company's official website is also an important factor in measuring the value of a company's brand. Products need packaging, and companies need packaging even more. The official website is also an important way for general consumers to get information. The official website not only introduces important information about the company and its products, but also allows online registration and online consultation. Therefore, the establishment of "quality, efficiency, personality" of the official website, can greatly enhance the brand image, optimise the consumer process, to provide consumers with a better customer experience.

Advertising

Advertising is "telling it like it is" and it is a marketing strategy that most products use, so it is important to create adverts that have content and are easy for consumers to remember. Nowadays, everyone in China can't live without their mobile phones, so Golden company online masters degree programmes should focus their advertising on mobile phones to create the most valuable advertising messages in the most useful mediums.

Staff telemarketing

Telemarketing is the practice of salespeople presenting products or services to potential customers over the telephone for the purpose of obtaining an order and making a successful sale. This method is advantageous when used to contact distant customers, or to serve existing customers, as the salesperson can conduct business from the office, expand sales, and reduce the costs of travelling and tourism. The disadvantages of telemarketing are becoming more and more apparent with the rapid development of the times. telemarketers often cause problems for non-target groups of consumers when they are working, so it is important to do good research when screening potential customers, and to really find the customers who are in need. golden company online masters programme can be used to collect information from customers who are in need of it when they make presentations to various companies, so that call backs can be made. The Golden company online master's degree programme can be used to collect information from customers who need it during presentations at companies, so that you can get twice the result with half the effort when you call back.

TikTok Promotion

As one of the hot short video platforms, TikTok has a huge user base and potential business value. Doing a good job of promotion on this platform requires not only an in-depth understanding of TikTok's user characteristics and marketing rules, but also the flexible use of a variety of techniques and methods.

Understanding TikTok's user profile

To successfully promote on TikTok, you need to understand the characteristics of TikTok's users.TikTok's user group is mainly young people, especially the post-90s and post-00s, who like fashion, trend, entertainment, music and other content. These users also have a strong acceptance of the characteristics of short videos, and they like short, interesting and innovative video forms. Therefore, if you want to do promotion on TikTok, you should focus on these young people, understand their needs and interests, and grasp the characteristics of TikTok users.

1. Short videos produced

The first and foremost task of promotion on TikTok is the short video produced. A good short video can attract the attention of users, increase exposure, and improve the attention of users. When making a short video, you need to pay attention to the following points:

1) Content creativity should be novel and interesting

TikTok users like novel and interesting content, so when making short videos, you need to have unique ideas and highlights. You can start from the small things in life, or from the characteristics of the to produce interesting and meaningful short videos.

2) The video screen should be aesthetically pleasing

The aesthetics of the video screen is also very important when making short videos. You can use beauty and filter functions to make the video screen more clear, natural and vivid.

3) Time should be controlled within 15 seconds

The length of short videos on TikTok is usually within 15 seconds, so when making short videos, you need to control the time, make the content concise and clear, not long and boring.

2. Use TikTok's various marketing tools

In addition to the short videos produced, you can also make use of TikTok's various marketing tools to increase exposure and user attention. Here are a few commonly used marketing tools:

1) TikTok Ads

Placing ads on TikTok is a very direct, fast and effective way of promotion. You can choose different forms and types of adverts, such as adverts, window adverts, live adverts, etc., according to your budget and needs. By placing adverts, you can let more users know and products and increase the influence.

2) Celebrity endorsement

Finding stars or KOLs on TikTok that are popular with users and inviting them to endorse or products can quickly increase the degree and influence. Celebrity endorsement can make more grounded, more affinity, so that users more trust and love.

3) Activity Marketing

Aiming at the characteristics of TikTok users, we can carry out some interesting activity marketing, such as lucky draw, punch card, shooting short videos and so on. Through activity marketing, it can increase user participation and interaction, and improve stickiness and user adhesion.

3. Interaction and communication with users

Promotion on TikTok requires not only short videos produced, but also interaction and communication with users. You can interact and communicate with users through TikTok's comments, likes, shares and other functions, to understand the needs and feedback of users, so that users feel the care and attention. At the same time, you can also increase user participation and interaction through live broadcasts, interactive topics and other ways to improve the influence and user stickiness.

In short, how to do promotion on TikTok requires in-depth understanding of TikTok's user characteristics and marketing rules, produced short videos, the use of a variety of marketing tools, interaction and communication with users. Only if you do well in these aspects can you achieve the value and business success on TikTok.

Brand Promotion

Golden company's online master's degree division will establish a partnership with all major Chinese enterprises and regularly co-operate with them in offline activities to promote the brand, establish correct brand values and increase the trust of customers and enterprises in the brand.

Mobile promotion

At present, the mobile promotion of various forms, in the flow of today's popularity, ultimately to "grasp the flow, in order to be the king", in the target customer groups gathered in the channel end of the flow of valuable advertisement content, through the individual browsing volume and click rate to lock the demand for customers. For example, tiktok promotion, you can sort out the value of the project selling points to summarise, refine the advertising slogan that can move potential consumers, produce eye-catching video, in the video below can provide the project registration link can also be commented on the registration consultation.

7.3.4 Place strategy

Marketing strategy is the enterprise to customer needs as a starting point, based on experience to obtain information on customer demand and purchasing power, the expectations of the business community, the planned organisation of various business activities. It is a series of measurable and controllable activities aimed at increasing sales and manufacturer's reputation for the purpose of a certain target market, and is the synthesis of a variety of marketing methods such as product, price, channel, promotion, and public relations strategies. When choosing a programme, participants will go through a series of understanding and investigation to select the programme that is suitable for them and has a high degree of credibility, so the credibility and reliability of the channel is particularly important. In the process of consumer screening, in addition to direct consultation with the perceived credibility of the channel and the project, acquaintances introduced to the customer's degree of reliability and credibility is greatly increased, because the education and training products, once the choice is not right, not only the loss of money, but also cause a waste of time, consumers have grievances, the corporate brand image is also damaged. Therefore, word of mouth is a very common phenomenon in the training industry.

Based on the above analysis, Golden company online master's degree programme sales channels are divided into direct sales and agency sales. Direct sales, means there is no middleman, consumers consume directly and get the goods or services directly. For Golden company online master's degree programme, consumers can buy directly from the company's sales staff. Agency sales, means that consumers can buy products from the salesperson of the agent.

7.4 Guarantee Measures of Marketing Strategy

Figure 7.1Guarantee Measures of Marketing Strategy

Conclusions

Based on the basic marketing theory, this project uses PEST macro-environmental analysis, Michael Porter's Five Forces Model and SWOT analysis to analyse the internal and external environments of the company relatively objectively, and concludes that there are shortcomings in Golden company's internal operation and management that lead to frequent staff turnover and difficulty in refunding fees to consumers. Problems. In terms of market, the market in the first-tier cities is not saturated for the time being, and we should continue to make progress steadily by virtue of our strong brand advantages and rich product resources, in addition, there is still a huge market space in the second and third-tier cities, and we should make the products suitable for the local market and consumers at that time.

Analysing the data of the past students of Golden company online master's degree course, we can see that the precise population is "middle and senior managers aged 30-40 with 10-15 years of working experience in large famous enterprises or foreign enterprises in first-tier cities in China, and most of them are women". Based on the results of the survey, this project uses the Smoothing Index Method, Unary Linear Regression Model, and Delphi Method to predict the sales of Golden company online master's degree programme in 2023-2025, and based on the "4P" marketing theory. Based on the "4P" marketing theory, a feasible upgrading theory and sales programme is formulated, and the future marketing means and directions are proposed from the four aspects of product, price, channel and marketing, so as to promote the prosperous development of Golden company online master's degree programme, facilitate the reform of the new mode of "Internet + education", and play a positive significance in the normalised development of China's Internet education, Rationalisation of the development of Internet education in China.

In order to ensure the effective implementation of Golden company online master programme marketing strategy and achieve the expected sales, Golden company online degree department should set up a special marketing team, form the online and offline interactive marketing thinking, adjust the staff allocation, create a high-quality marketing team, especially need to pay attention to the network publicity, the formation of a scientific network marketing team.

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