

Abstract

Title: Marketing Research Studying on MBA Course of Thailand in Chinese Market

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By developing of economy, more and more Chinese students choose to study abroad. Furthermore, the competition among schools all over the world in Chinese market is more intensive. Meanwhile, MBA courses of Thailand has entered Chinese market recent years and gets its well-known performance by the policy of Chinese “one belt one road” and its specialties of itself. However, it faces the huge challenges from traditional famous western countries which provide enriched experience and reputation, budding countries such as Philippines and Malaysia which approach the market actively and Chinese local MBA courses develop aggressively as well. The author will analyses the MBA courses of Thailand by adopting literature review, survey and logistic analysis and establish the strategies to enhance the benefits in Chinese market in order to solve the problems of developments at present.

This paper is based on literature review to develop the SWOT Model of the MBA course in Thailand to make sure the direction and content of the survey, then analyzing the main factors and intension of impacting on Chinese competitive market by Logistic regression and analyzing the survey data. Finally, provide the suggestions about how to manage the MBA course of Thailand in Chinese market by combining Porter's Five Forces Model, 4P's theory and Undifferentiated Marketing theory.

Keywords: Thailand, MBA, Studying Abroad, Chinese Market and Marketing

摘 要

题目: 泰国 MBA 留学项目中国市场营销研究

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随着中国经济的发展,中国学生选择出国留学的人数越来越多,各国留学项目在中国市场的竞争愈显激烈。泰国 MBA 留学项目于近几年新进入中国市场,在中国“一带一路”经济政策的利好下,依靠自身的特色取得了一定的成绩,但也面临着巨大的竞争压力:传统老牌留学国家的 MBA 项目经验丰富、口碑较好,新兴的菲律宾、马来西亚等国的项目也在积极进入中国留学市场,中国本土的 MBA 教育也在蓬勃发展。笔者通过文献研究法、问卷调查法、Logistic 模型分析法等方法对泰国 MBA 留学项目进行分析,构建项目在中国市场竞争力提升策略,有助于解决项目现今发展中所面临的问题。

本文根据文献研究法确立泰国 MBA 留学项目的 SWOT 分析模型,从而确定调查问卷的方向与内容,利用 Logistic 回归模型分析调查数据,分析出泰国 MBA 留学项目在中国市场竞争力提升的主要影响因素及影响程度,再结合波特五力模型,4P's 理论、结合差异化营销理论对泰国 MBA 留学项目在中国市场的营销提出建议。

关键词: 泰国 MBA 留学 中国市场 营销