

**MySPUP: A MARKETING AND PROMOTIONS MOBILE
APPLICATION OF ST. PAUL UNIVERSITY PHILIPPINES**

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ABSTRACT

This study was conducted to develop a Marketing and Promotion Mobile Application of St. Paul University Philippines. The proposed study used the systems development and design type of research. It also used the qualitative approach to validate observations about the difficulties of tourists or guests visiting the University. The researcher utilized the internet research and online survey questionnaire for data gathering. Frequency, percentage and mean were utilized for data analysis. From the findings, there are more preferred materials that would positively contribute to the enhancement of the current marketing and promotion strategies. These are the Flyers and brochures, website, poster, Campaign Video, word of mouth. The participants least preferred materials were calendars and e-mail communication. Among the current limitations of marketing promotions are the following: cost (expensive), accessible only within the circle of friends, involved limited number of campaign materials, quality of campaign materials, while the least limitation is dearth of reply and ineffective school campaign. The first five information needed for the marketing promotions are the following: course offerings, school's accomplishments, school's vision-mission, school's awards and citations and contact information. The proposed mobile application is more efficient than the current marketing and promotion strategies and endeavours. Thus, it is considered more innovative, accessible and paperless approach. Therefore, the proposed mobile application will help St. Paul University Philippines in marketing and promoting the University Programs, Achievements, Activities, Special Programs and Services and the like which could save time, effort and money. Moreover, it is an efficient way of reaching out target markets locally, nationally and globally.

Keywords: mySPUP, marketing, promotions mobile application

INTRODUCTION

The fast development of digital media has created new opportunities and avenues for advertising and marketing. Fuelled by the production of devices to access digital media, this has led to the rapid growth of digital advertising. Digital marketing is often referred to as ‘online marketing,’ ‘internet marketing’ or ‘web marketing.’ The term ‘digital marketing’ has grown in popularity over time, particularly in certain countries. Mobile Web Marketing means users can access web pages for advertising with their mobile devices. Web pages can be used to incorporate mobile texting sources as reminders for meetings, seminars, and other important events which assume users are not always on their computer. Mobile websites are one form of mobile web marketing and can be a tool to advertise or promote not only businesses but also universities. Mobile Web Applications lead traditional websites on portability and information availability. Accessibility of information may be difficult to users when browsing with their desktops or laptops. For mobile users, information is accessible while on-the-go or with offline browsing. This establishes a sustainable move since the proposed application would be requiring no papers for printing magazines, calendars, brochures or posters that would serve as a guide. The proposed mobile application is developed using the Open Web Technologies, such as HTML5 for the skeletal framework of the application; CSS3 will be used for the overall design, JavaScript, JQuery, JQuery Mobile and AJAX for the core functionalities of the application. These Open Web Technologies will help in achieving interoperability across multiple mobile platforms.

Conceptual Framework

The development of the system was guided by the given paradigm.

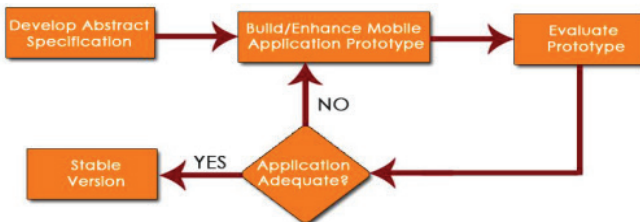


Figure 1: Prototyping Model

Develop Abstract Specification

In this phase, the researcher first created a concept of the application based on the information gathered through internet surfing and observation.

Build Mobile Application Prototype

After the concept or the flow of the application had been finished, the researcher started the development of the first prototype.

Evaluate Prototype

The application was then uploaded to the different users of the different platforms. After users downloaded the application, they posted comments or suggestions and eventually rated the proposed application.

Application Adequate

In this phase, the feedbacks were used for the enhancement or improvement of the application.

Enhance Mobile Application Prototype

In this particular period, an improvement of the previous version will be made.

Stable Version

Moreover, this final phase was possible if the features needed in the application was met and the feedbacks of the users were satisfactory.

Statement of the Problem

This research aimed to answer the following question for the development of a Mobile Application for the Marketing and Promotions of St. Paul University Philippines:

1. What are the marketing strategies being currently used for the marketing and promotions of SPUP?
2. What are the limitations in using these strategies?
3. What information do the participants suggest to be included in the proposed system?
4. What is the assessment of the participants on the proposed mobile application?

METHODOLOGY

Research Design

The proposed study used the systems development and design type of research. Some of the features of the application integrated the Geographic Information System and Data-Driven Decision Support System.

The researcher aimed to develop a mobile application known as mySPUP: A Marketing and Promotions Mobile Application of St. Paul University Philippines, an application designed to provide a virtual marketing tool for SPUP.

Figure 2 illustrates the Marketing Mobile Application map. The map explains the process flow of the proposed application. The figure shows the key concept of the application. The desktop user represents the user that updates the information in the web server. The Server Database will be used to store information. The local client represents the local storage of the smartphones of users. Mobile Map Guide Viewer illustrates the users end.

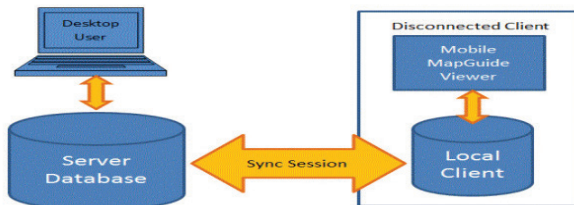


Figure 2. MySPUP map

The researcher also used the qualitative approach to validate his observations about the difficulties of tourists or guests visiting the University. Since the study was implemented on-line, comments and suggestions from users who downloaded the application which were also obtained which were used in the continuous development of the application.

Participants of the Study

To obtain information on the existing marketing materials and the difficulties and limitations of using it, the Director of Marketing, Promotions and Admissions and related administrators were considered as the participants.

Instrumentation

Internet Research was used to gather relevant information, related literature and studies that were instrumental in the development of the system. The researcher created an on-line survey questionnaire to be able to understand the difficulties encountered in visiting the University.

Data Gathering Procedure

Three types of data gathering procedure were used. For the initial data, the researcher gathered data from reading related books, documents, web pages and other theses from the Internet. In the process, the researcher found mobile applications of universities, foreign and local, like the University of Miami, University of Michigan and also De La Salle University. Based on the obtained inputs the researcher developed a prototype of the system, subjected for try-outs and gathered feedbacks and suggestions from users to further refine the system.

Data Analysis

The Frequency, percentage and mean were used to analyze data obtained in the study.

RESULTS AND DISCUSSION

Marketing Materials Used for the Marketing and Promotions of SPUP

Results showed the different marketing materials used in promoting the University, there conclude the use of the following: (1) flyers and brochures, (2) websites, (3) posters, (4) campaign video, (5) word of mouth, (6) calendars, and (7) e-mail communication of the seven marketing materials, the first four materials involved are the most preferred campaign materials of the university. The participants believed that the use of their campaign materials was effective.

Limitations of SPUP Marketing or Campaign Materials

Results showed the different limitations of the marketing materials or strategies used in promoting the University. The first four limitations are the following: (1) the materials are costly and expensive; (2) these can only be used within the circle of friends; (3) a limited number of campaign materials; (4) poor quality of campaign materials; (5) dearth of reply from the users and ineffective school campaign. On the six constraints, the materials are costly or expensive, limited access and limited numbers of campaign materials were the current limitations that would hinder the processes and transactions regarding marketing and promotion endeavours.

Information to be included in the Proposed Mobile Application

Results showed the different information that are to be included in the proposed mobile application as ranked by the participants in order of their importance. The five information needed are the following: (1) University's offerings, (2) University's accomplishments, (3) SPUP's vision-mission, (4) SPUP's awards and citations and (5) contact information. The least information needed is on the special programs and services. On the six desired information, items 1, 2, 3, 4 and 5 are the most needed information that would facilitate the processes and enhance the current marketing and promotion strategies.

Participants' Responses on the Assessment of the Proposed Mobile Application

Results unveiled that the overall weighted mean rating of the proposed Mobile Application regarding its capabilities particularly on its functionality, reliability, usability, maintainability and portability is 4.25 with a definitive interpretation of "Very High." This implies that the proposed system is more efficient compared to the current marketing and promotion strategies and endeavours. Thus, it is considered more innovative, accessible and cost-effective as it is a paperless approach.

CONCLUSION

From the above findings, the researcher concluded that the proposed mobile application can help enhance marketing and promoting the University programs, achievements, activities, special programs and services and the like which could save time, effort and money. Moreover, it is an efficient way of reaching out target markets locally, nationally and globally.

RECOMMENDATIONS

Based on the findings and conclusion of the study, the following recommendations are offered:

The researcher may consider publishing an iPhone Application Archive (IPA) for the application to work on Apple Devices.

The application may be uploaded in the App Store for Apple users.

The application may be presented to the students, faculty, administration and the alumni for it to be shared not only in St. Paul University Philippines but also to the target markets.

Promotion of the application may be posted on the website.

Contents of the application that are dependent on the server may be connected. The effectiveness of the application should be promoted

during school campaign, and incoming students must be asked if they are able to use the application in choosing SPUP.

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