

ABSTRACT

Independent Study Title:	Strategies for Balancing and Increasing Foreign Student Enrollment at International Schools
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A significant increase in international schools in Thailand drives the schools to compete to maintain their international flavor and growth through increasing enrolments of Westerners and, at the same time, try to keep a balance of Asian students. The study attempted to determine parents' key expectations regarding educational needs, and the effect of school image and role of marketing on their choice of school. The information was gathered through international schools' documentary reviews, informal discussions with principals and parents, and augmented by a bibliography study of effective schools correlates. Findings of this study showed the interrelatedness among the three identified components that constitute the strategies. First was parental choices that were to be catered to by the school through providing a strong emphasis on the basics of literacy, and numeracy, and also accommodating variety of extra-curricular activities. Second was to develop or continue improving the school image through school's effectiveness with a view to attracting selected students. Finally, the school was to employ marketing strategies namely analyzing, and identifying the best means to communicate the information to these parents. The interplay between a school's image and marketing strategies would influence parent's choice and prompted them to include the school in their short list.