

## Abstract

Research Title : Guideline and Mechanism of Online Marketing Strategy  
Development in International College, Suan Sunandha  
Rajabhat University

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This research aimed to explore guideline and establish mechanism of online marketing strategy in the context of International College, Suan Sunandha Rajabhat University. The objectives consist of; 1) to analyze online marketing environment in International College; 2) to explore guideline and efficient mechanism in order to develop online marketing strategy; and 3) to develop, measure and evaluate established online marketing strategy.

The samples in this study included 294 first year students of International College, Suan Sunandha Rajabhat University and 15 academic and supporting staffs who are currently working in International College. The samples were obtained by using probability sampling method – samples were selected using population list then using simple random sampling. The instrument consisted of interview and

questionnaire with data analysis using statistical methods including Cronbach alpha, average, and standard deviation.

The results illustrated that overall environment of online marketing both within and outside International College were in the good condition. Administrative environment could help the college to operate online marketing more efficient. Meanwhile external environment could facilitate the institute to effectively reach target market. The college, however, should create various online marketing channels as well as provide clearer and deeper information to all audients.

To improve strategic environment, TOWS matrix model had been introduced. The college could maximize strengths in terms of creating reliable and attractive online marketing channels. They could also offset weaknesses by using opportunities to provide faster information with high level of accuracy. Moreover, threats could be avoid by providing up-to-date content in order to accomplish customer preferences.

The result of evaluating online marketing strategy was good. Students were likely to use Facebook to obtain information from International College. Nevertheless, the frequency of online marketing participation rate was quite low. Therefore, the college should encourage students to participate in online marketing by offering up-to-date information or data.