

# What works and what doesn't in social media for university recruitment

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Abstract for Master Thesis for Obtaining the Degree  
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# Abstract

In the age of the digitalization, the power of influence of the various social media channels on the consumer decision-making process is changing the marketing world. Simultaneously, the educational marketing is shifting to the path of social media advertising in order to reach the target audience and increase engagement. This thesis aims to investigate the effect of the social media communications of universities on the perception of prospective students and their consumer behaviour. The previous research on the use of the social media in the university recruitment generates strong theoretical evidence; nevertheless, the precise focus on the customer-centric experimental approach to analysing the influence of the different types of social media content creates the novelty of the thesis. The necessary mock-up content for the experiment is generated through the personal interviews with the potential graduate applicants in the form of customer journey mapping. Furthermore, the content is created and randomly distributed to the larger sample of the target audience representatives with the aim of measuring the emerged emotions. Through the further linking of the major steps of the university recruiting to the emotions affecting this process, the research results indicate the influence of the specific social media content on the prospective student. The findings of the thesis can be successfully implemented in the university marketing strategy and facilitate the recruiting process.