三所大学今年企业化打广告宣传塑造形象

学者：

新加坡全球化大学

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——南大教授 李俊华

南大大众传媒学院广告系副教授李俊华认为，企业化后，大学无论在收生活招过程中都得靠自己，因此加强宣传工作尤为重要。

他说，三所大学过去几年确实加强了在建立品牌的广告宣传，但可大学之间的广告并没有明显的不同。

他举例说：“大学和人不同，历史悠久越有价值，国大却没有在广告中强调它的历史，这是他们应该加强的……南大则因为‘南洋’的名号而有一定的地理局限，很难走出新加坡，这是我们必须尝试改变的。”

不过，李俊华也强调，虽然大学可以通过广告和宣传来强调各自的特色，但三所大学在打造品牌形象方面还是存在不足。

他说：“大学的宣传不应该仅仅是买广告，而是要塑造一个完整的形象。”
THREE UNIVERSITIES USE ADS TO BUILD IMAGE FOLLOWING CORPORATISATION

Following the corporatisation of the three universities here and competition posed by foreign universities setting foot in Singapore, advertising is becoming one important channel for the three universities to build their image and communicate their messages.

NUS said that with corporatisation, there is now greater flexibility in using publicity to differentiate NUS from the other universities and advertising is one channel that can help achieve this.

NTU said that there is a need to inform prospective students about the vision and strengths of the university so that with sufficient information, they can make the right choice. Advertising also helps in branding NTU.

SMU said that since three years ago, it has been rolling out a series of advertisements using the university's own faculty and students as models to emphasise the value add SMU has provided and their own experience.

The marketing campaign has ceased this month after a series of advertising on newspapers, TV, radio and public transport such as MRT stations and bus stops.

NUS Business School's TV advertisement drew a lot of attention as well as debate on blogs especially on NUS comparing itself with the top business schools in the United States.

Students interviewed felt the advertisement was unbelievable as most local students could not wait to be accepted into these top overseas universities. The only thing preventing them from going is the high school fees, living expenses and being away from the family.

Another felt that the advertisement was unrealistic and she was cynical about foreign students being exhilarated about coming to study here.

NUS explained that the TV advertisement was really to portray its business school's longer term goal of attaining top level in Asia and the world. Besides, the NUS Business School has also been performing well.

NUS’ Executive MBA was ranked 30th in UK’s Financial Times report and its MBA was ranked 92nd place.

All three universities emphasized that advertising is only one of the many channels used. They also visit junior colleges to introduce their courses. They said that the achievements and performance of the institutions mattered most.

All three universities declined revealing the budget spent on advertising.

Don: universities’ ads lacking in differentiation

NTU's professor in advertising from its School of Communication Studies said that because of corporatisation, the universities have to rely on their own resources in terms of recruitment of faculty and students. Hence there is a need to step up publicity.

He observed that the universities have indeed increased advertising for branding purposes. However, it is unfortunate that there is not much differentiation in the advertisements.

For example, NUS failed to capitalize on their long history and existence because the longer history it has, the more valuable it is. NTU has a certain limitations because of its ‘Nanyang’ branding and this is preventing it from traveling out of Singapore. This is something they should try to change.

However, he added that while advertising is useful, this should not degenerate into a bitter competition as Singapore only has three universities. These institutions of higher learning are ultimately the movers behind Singapore's progress whether in economy or knowledge.

On whether too much advertising will confuse students, he said that most students will not base their choice on just one advertisement. Instead, such advertisements will encourage them to consider their choices carefully, do more research to make a proper decision.