

Factors of 7P and POCCC Influence the Effectiveness of Students' Enrollment in Fuzhou Software Vocational and Technical College

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ABSTRACT

China's private vocational education institutions, such as Fuzhou Software Vocational and Technical College, face escalating challenges in student enrollment due to intensified competition from public colleges and evolving educational demands. This study aims to analyze the effects of planning and promotion, command and process, and coordination and personnel on enrollment effectiveness in Fuzhou Software Vocational and Technical College. Using a mixed-methods approach, the research combines qualitative interviews with school administrators and quantitative analysis of 400 students and 200 teacher questionnaires to examine three core dimensions: Planning and Promotion, Commanding and Process, and Coordinating and Personnel. The findings reveal that all three factors have a significant impact on enrollment effectiveness. Strategic planning, paired with multi-channel promotion, enhances the college's visibility and attractiveness, while efficient command and streamlined processes improve operational efficiency and the applicant experience. Strong coordination among departments and a professional enrollment team fosters trust and satisfaction, directly influencing students' enrollment decisions. Regression analysis confirms positive relationships between these factors and enrollment outcomes, with Coordinating & Personnel demonstrating the strongest effect. This study contributes theoretical insights by integrating management and marketing theories in the context of vocational education enrollment. It offers practical strategies for

optimizing enrollment management, including leveraging data-driven planning, digital promotional tools, and cross-departmental collaboration. The results offer a valuable framework for private vocational colleges to enhance their competitiveness and effectively address enrollment challenges.

Keywords: Private Higher Education; Fuzhou Software Vocational and Technical College; Enrollment Effectiveness; 7P Theory; POCCC; Mixed Research Method.

INTRODUCTION

China's private higher education has experienced significant growth since the reform and opening-up era, becoming an indispensable component of the mass higher education system, with 789 institutions enrolling over 9 million students nationwide. However, private vocational colleges, such as Fuzhou Software Vocational and Technical College, face intensifying enrollment challenges due to the upgrades of public institutions, their reliance on tuition funding, and the inefficiency of traditional recruitment methods (e.g., telephone consultations and physical promotions). The COVID-19 pandemic further exposed vulnerabilities in offline-dependent enrollment models (Bavel et al., 2020). In Fujian Province, where 43% of colleges are private, competition has intensified as five provincial vocational colleges have upgraded to undergraduate institutions between 2017 and 2023, thereby shrinking the market share of private vocational schools (Zhou et al., 2020). To address this, an integrated online-offline enrollment strategy—leveraging the 7Ps marketing mix (Product, Price, Place, Promotion, People, Process, Physical Evidence) and POCCC framework (Process, Output, Customer, Context, Control)—is proposed to enhance targeting efficiency, brand image, and sustainable enrollment competitiveness, offering scalable solutions for private institutions amid national vocational education reforms (Frenk et al., 2020).

This study addresses enrollment challenges at Fuzhou Software Vocational and Technical College amid intensified competition from upgraded public institutions and pandemic disruptions, employing the 7P Marketing Mix (Product, Price, Place, Promotion, People, Process, Physical Evidence) (Hwang, 2018) and POCCC framework (Process, Output, Customer, Context, Control) to develop student-centric optimization strategies. Through empirical

surveys and comparative analysis, it identifies key enrollment barriers, including funding dependency on tuition, standardized promotion methods, and ineffective integration between online and offline platforms (Atik Saraswati et al., 2023). The proposed strategies offer both theoretical contributions to enrollment management literature and practical solutions for enhancing recruitment efficacy in China's evolving vocational education landscape.

1. RESEARCH QUESTIONS

1. How do strategic planning and promotional activities within the 7P Marketing Mix influence enrollment effectiveness at Fuzhou Software Vocational and Technical College?

2. How do leadership decisions and enrollment processes affect the effectiveness of student recruitment at Fuzhou Software Vocational and Technical College?

3. How does coordination of personnel and stakeholder engagement enhance enrollment outcomes at Fuzhou Software Vocational and Technical College?

2. RESEARCH HYPOTHESES

H1: Strategic planning and promotional activities within the 7P Marketing Mix are positively and significantly related to enrollment effectiveness at Fuzhou Software Vocational and Technical College.

H2: Effective leadership decisions and streamlined enrollment processes are positively and significantly related to enrollment effectiveness at Fuzhou Software Vocational and Technical College.

H3: Coordination of personnel and stakeholder engagement is positively and significantly related to enrollment outcomes at Fuzhou Software Vocational and Technical College.

3. LITERATURE REVIEW

3.1 Theoretical Foundations of the 7P Marketing Mix

The 7Ps marketing framework (Product, Price, Place, Promotion, People, Process, Physical Evidence) provides a comprehensive system for addressing modern marketing complexity, where the Product forms the strategic core through innovation and customization. In contrast, Price critically influences market positioning and consumer decisions (Marc, 2023). Place strategies focus on integrated online-offline channel optimization for an

enhanced consumer experience (Yuliantine et al., 2018), complemented by integrated communications from Promotion. The extended Ps emphasize service dimensions: people highlight the staff's impact on service delivery and loyalty (Singh, 2012); process balances standardization with flexibility; and Physical Evidence shapes perceived quality through environmental cues. The effective integration of these interdependent elements enables competitive adaptation to digital transformation and evolving consumer demands, thereby sustaining the model's relevance in data-driven marketing landscapes (U Nayaka, Khin Oo, & Than, 2025).

3.2 The POCCC Framework in Management and Education

The POCCC framework (Purpose, Organization, Communication, Control, Coordination) provides a systematic management approach rooted in Fayol's classical functions, enabling organizational efficiency through Purpose-driven goal alignment, structured Organization design for clear role definition (Norton, 2020), strategic Communication channels to overcome barriers (Agarwal & Gupta, 2022), performance-focused Control systems (Okolie, 2021), and cross-functional Coordination for unified execution. Its application has evolved in tandem with Agile and Lean methodologies while digital transformation continues to reshape communication and control mechanisms. When integrated with the 7Ps marketing theory, POCCC provides a robust analytical lens for examining vocational college enrollment outcomes through the Planning and promotion (Purpose), Commanding and Process (Control), and Coordinating and Personnel (Organization) dimensions (Atik Saraswati et al., 2023; Hwang, 2018).

3.3 Enrollment Effectiveness in Higher and Vocational Education

Research on Chinese college enrollment promotion reveals its critical role as a bridge between institutions and society, enhancing transparency and institutional reputation while enabling informed candidate decisions (Mills et al., 1996). Strategies have evolved from traditional print materials and interpersonal engagements to incorporate digital channels, such as websites and social media (Cox et al., 2015). However, significant challenges persist, including outdated marketing philosophies, inaccurate positioning, and occasional unethical practices that disrupt market fairness (Di et al., 2022). Multidisciplinary analyses highlight universities' social responsibilities from sociological perspectives (Dennis, 2019) and management imperatives for team strengthening and "Internet+"

integration (Anderson et al., 2021). While digitalization offers transformative potential, it simultaneously introduces new complexities that require context-specific innovations to balance opportunity with integrity (Arifah, Maureen, Rofik, Puspila, Erifiawan, & Mariyamidayati, 2025).

3.4 Marketing Strategies in Vocational Education

Comparative studies of elite institutions (e.g., Harvard, Yale) reveal significant diversity in enrollment strategies, with U.S. universities exercising substantial autonomy in determining recruitment scales, assessment methods, and personalized follow-up services that frame students as clients (González Canché, 2018; Chu, 2021). Research emphasizes that non-cognitive factors significantly impact student development, necessitating a reformed enrollment philosophy (King et al., 2015). Modern approaches integrate POCCC-aligned digital platforms to enhance student retention (Britton, 2021), while innovative models, such as Germany's club-sport recruitment, demonstrate how extracurricular integration can increase enrollment appeal (Schmidt, 2012). These multidimensional transformations underscore how institutional reputation, dual-degree offerings, and tailored communication strategies collectively influence the effectiveness of the enrollment system across global contexts.

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The Process component of the 7Ps marketing mix emphasizes optimizing enrollment procedures to reduce complexity and wait times, directly enhancing applicant satisfaction and conversion rates through streamlined workflows and responsive communication channels (Zeithaml et al., 2013). The combined framework addresses both structural coordination (Commanding) and service delivery (Process), fostering trust through transparency and significantly improving enrollment outcomes (Chen et al., 2013).

3.5 Management Practices in Enrollment Promotion

Planning and Promotion form the foundational pillar of enrollment management, where POCCC's Planning establishes data-driven goals and resource strategies through market and geographic analysis (Kotler & Keller, 2016), while 7Ps' Promotion executes targeted outreach. Commanding and process drive operational efficacy, combining POCCC's leadership-driven decision-making (Schmidt, 2012) with the 7Ps' streamlined Process to enhance team responsiveness and the applicant experience. Crucially, Coordinating & Personnel synergizes POCCC's cross-departmental Coordinating for resource efficiency (Mintzberg, 1979) and 7Ps' People-centric focus, where staff professionalism and service quality directly impact applicant satisfaction and conversion (Bitner et al., 1990; Phusalux et al., 2015). This tripartite integration of POCCC and 7Ps enables vocational colleges to align strategic, operational, and human dimensions for optimal enrollment outcomes.

3.6 Stakeholder Engagement in Student Recruitment

Stakeholder engagement in higher education recruitment extends beyond institutional staff to strategically encompass parents, alumni, industry partners, and local communities, transforming recruitment into a multidimensional process where transparent communication channels align stakeholder interests with institutional goals (Hwang, 2018; Zeithaml et al., 2013). When effectively integrated, stakeholder insights directly shape program relevance, branding, and infrastructure—particularly through industry-curriculum collaboration that enhances employability appeals (Okolie, 2021). However, challenges such as power imbalances and inconsistent engagement necessitate structured governance and inclusive cultures to operationalize engagement (Chen et al., 2013). Institutions that institutionalize these mechanisms demonstrate greater agility in navigating market shifts, ultimately leveraging collective influence to shape prospective student decisions (Kotler & Keller, 2016).

3.7 Competitive Dynamics in Vocational Education

Vocational education's competitive landscape has intensified beyond enrollment rivalry to encompass funding acquisition, industry partnerships, and institutional visibility, demanding heightened responsiveness to labor market needs through curriculum alignment and employment outcomes (Hayter & Cahoy, 2016; Sima et al., 2020). Policy frameworks critically shape these dynamics: market-oriented systems drive innovation through performance-linked funding, while

regulated systems foster informal competition via reputation and graduate success (Okolie, 2021). This uneven playing field favors well-resourced institutions through scale effects, potentially marginalizing smaller colleges and risking mission drift due to over-commercialization (Bouckaert et al., 2020). Scholars consequently advocate for collaborative competition models—balancing institutional distinctiveness with sector-wide quality standards—to reconcile excellence with equity in governance frameworks (Sima et al., 2020).

3.8 Role of Leadership and Decision-Making in Enrollment

Effective enrollment leadership requires a strategic vision and operational acuity to synthesize internal data (application trends, demographics) with external factors (labor market shifts, policy changes), ensuring that enrollment targets align with institutional goals, such as program development and sustainability (Okolie, 2021). Decision-making is inherently non-linear, requiring a balance of quantitative evidence and qualitative insights from cross-departmental stakeholders. A participatory culture fosters adaptive choices, which are critical for vocational institutions, where matching students to programs and employment pathways is paramount (Sima et al., 2020). Leadership style significantly impacts responsiveness: transformational leaders, who drive innovation, outperform transactional approaches focused on short-term efficiency in volatile markets (Phusalux et al., 2015).

3.9 Student Decision-Making in Vocational Education

Planning and Promotion are significant factors influencing the enrollment of vocational colleges (Chu, 2021). Vocational colleges need to develop comprehensive enrollment strategic plans based on their resources, market demands, and institutional positioning. Literature indicates that enrollment strategies should be grounded in market research, with in-depth analysis of the needs of students and parents to set practical and achievable goals (Kotler & Keller, 2016). Vocational colleges should employ systematic market communication strategies to attract potential applicants. Literature frequently mentions that the success of enrollment often hinges on effective promotional methods. By integrating the promotional elements of the 7Ps, vocational colleges showcase their strengths through a combination of online and offline, particularly by leveraging new media and social platforms to enhance interactions with prospective students (Bouckaert et al., 2020). Enrollment is the responsibility of

the marketing department, but it also involves multiple departments, including teaching, administration, and logistics (Okolie, 2021). Only through an effective coordination mechanism can a synergetic effect be formed, thereby enhancing the overall effectiveness of enrollment efforts. In the 7Ps theory, personnel are also crucial (Boonpradub & Thechatakerng, 2015).

3.10 Technology and Digital Marketing in Enrollment

The integration of technology and digital marketing into student enrollment processes has fundamentally transformed how educational institutions engage with prospective learners. In an era defined by rapid digital communication and data availability, institutions are increasingly adopting technology-driven strategies to enhance visibility, streamline recruitment operations, and personalize outreach. This transformation is particularly pronounced in vocational education, where students often prioritize practical outcomes, immediacy, and accessible information when making enrollment decisions (Chu, 2021).

METHOD

1. Population and sample

Fuzhou Software Vocational and Technical College offers 39 enrollment majors, with 2,000 freshmen and 290 teachers from the Department of Intelligent Industry, the Department of Game Industry, and the Department of Rongyi Film and Television Industry—sample sizes: 400 students and 200 teachers, based on Krejcie and Morgan (1970).

2. Data Collection

Step 1: Relevant theoretical research: mixed model method.

Step 2: Interview and Questionnaire Design

The questionnaire has 2 types.

- Questionnaire – The student has 2 parts
Part 1: Basic information 4 items
Part 2: Planning & Promotion, Commanding & Process, Coordinating & Personnel, Enrollment Effectiveness 20 items using a Likert five-point scale. (Strongly Disagree to Strongly Agree)
- Questionnaire – The teacher has 2 parts
Part 1: Basic information 4 items

Part 2: Planning & Promotion, Commanding & Process, Coordinating & Personnel, Enrollment Effectiveness 20 items using a Likert five-point scale. (Strongly Disagree to Strongly Agree)

- The interview has 2 parts

Part 1: Independent questions for each component of POCCC and 7P's

Part 2: Comprehensive questions for each component of POCCC and 7P's

Step 3: Interview and Questionnaire Distribution

Step 4: Data analysis. Statistics: frequency, percent, mean, standard deviation.

FINDINGS AND DISCUSSION

1. Basic information

The faculty at Fuzhou Software Technology Vocational College exhibits a pronounced gender imbalance, with females comprising 73.3% of the staff, suggesting a possible gender bias in recruitment. In terms of academic background, there is a significant concentration in economics and management (63.6%), while science, engineering, humanities, and the arts have minimal representation, reflecting an unbalanced yet diverse faculty composition. Teachers obtain admissions information mainly through official sources (37% via the college's website) and social media (30.9%), with campus open days and student recommendations also playing notable roles. In contrast, advertising has a minor impact (3.6%). These findings offer valuable insights into the college's gender composition, academic specializations, and information-gathering behaviors, which are essential for informed institutional planning and policy development.

Among the student body at Fuzhou Software Technology Vocational College, a significant gender disparity exists, with male students constituting the majority (68.0%). Most students are enrolled in science and engineering programs (80.1%). At the same time, the college's official website and social media are the most frequently used sources for students to access admissions information, with advertising having a relatively minor impact, providing insights for optimizing recruitment strategies.

Table 1: Descriptive Statistics of Teachers

Items	Mean	Std. Deviation	Interpret
Planning & Promotion	4.021	0.613	High
Commanding & Process	4.068	0.666	High
Coordinating & Personnel	4.047	0.707	High
Enrollment Effectiveness	4.083	0.721	High

Table 3 reveals that faculty members generally provide high ratings (with means exceeding 4.0) across all evaluated dimensions, including Planning and promotion, Commanding and process, and Coordinating and personnel, indicating a strong and positive perception of the institution's performance in these areas, with minor standard deviations suggesting high consistency in their evaluations.

Table 2: Descriptive Statistics of Students

Items	Mean	Std. Deviation	Interpret
Planning & Promotion	3.75	0.83	High
Commanding & Process	3.79	0.84	High
Coordinating & Personnel	3.80	0.83	High
Enrollment Effectiveness	3.76	0.85	High

Table 2 indicates that while both faculty and students express high satisfaction with the school's functions in planning and promotion, leadership and process management, and coordination and personnel management, faculty members generally provide more favorable ratings, particularly in enrollment effectiveness with a mean score of 4.083 compared to students' 3.76, suggesting faculty perceive the school's efforts as more successful. In contrast, students may have higher expectations or specific concerns, with faculty evaluations showing greater consistency, while student responses exhibit more variation.

Table 3: Model Summary for Teachers Questionnaire

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.868 ^a	0.753	0.752	0.35937	0.753	497.414	1	163	0.000	
2	.904 ^b	0.817	0.815	0.31013	0.064	56.877	1	162	0.000	
3	.926 ^c	0.858	0.855	0.27429	0.041	46.095	1	161	0.000	1.909

Table 4: Multiple Regression Analysis for Teachers Questionnaire

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	VIF
		B	Std. Error	Beta			Tolerance	
1	(Constant)	-0.022	0.186		-0.121	0.904		
	Planning & Promotion	1.021	0.046	0.868	22.303	0.000	1.000	1.000
2	(Constant)	-0.117	0.161		-0.724	0.470		
	Planning & Promotion	0.420	0.089	0.357	4.718	0.000	0.197	5.072
	Commanding & Process	0.618	0.082	0.570	7.542	0.000	0.197	5.072
3	(Constant)	-0.083	0.143		-0.580	0.563		
	Planning & Promotion	0.284	0.081	0.241	3.491	0.001	0.185	5.402
	Commanding & Process	0.228	0.092	0.211	2.467	0.015	0.121	8.256
	Coordinating & Personnel	0.519	0.076	0.508	6.789	0.000	0.157	6.352

a. Dependent Variable: Enrollment Effectiveness

The hypothesis testing results, as presented in Table 4, demonstrate that as the number of independent variables (planning & promotion, commanding & process, and coordinating & personnel) increases in the regression models predicting enrollment effectiveness, the model's explanatory power significantly improves, with R-values and R^2 progressively increasing from 0.868 (75.3% variance explained) in Model 1 to 0.926 (85.8% variance explained) in Model 3. At the same time, the standard error of the estimate decreases, indicating improved prediction accuracy. All models show highly significant F-values (Sig. F Change = 0.000) and a Durbin-Watson statistic close to 2, confirming statistical significance and the absence of severe autocorrelation. The regression analysis reveals that each independent variable has a significant positive effect on enrollment effectiveness, with planning and promotion initially having the strongest impact, followed by the introduction of commanding and process and then coordinating personnel in subsequent models, all of which further enhance the model's fit and reliability, as indicated by VIF values below 10. These findings underscore the crucial role of planning and promotion, command and control, and coordination and personnel in achieving strong enrollment results.

Table 5: Model Summary for Students Questionnaire

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Sig. F Change	Durbin-Watson
					R Square Change	F Change	df1	df2		
1	.885a	0.783	0.782	0.39509	0.783	1154.970	1	320	0.000	.885a
2	.907b	0.823	0.822	0.35712	0.040	72.673	1	319	0.000	.907b
3	.922c	0.851	0.849	0.32885	0.027	58.195	1	318	0.000	.922c

Table 6: Multiple Regression Analysis for Students Questionnaire

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	VIF
		B	Std. Error	Beta			Tolerance	
1	(Constant)	0.397	0.102		3.911	0.000		
	Planning & Promotion	0.899	0.026	0.885	33.985	0.000	1.000	1.000
2	(Constant)	0.247	0.093		2.642	0.009		
	Planning & Promotion	0.319	0.072	0.314	4.426	0.000	0.110	9.093
	Commanding & Process	0.613	0.072	0.605	8.525	0.000	0.110	9.093
3	(Constant)	0.132	0.087		1.514	0.131		
	Planning & Promotion	0.206	0.068	0.203	3.025	0.003	0.105	9.548
	Commanding & Process	0.243	0.082	0.240	2.966	0.003	0.072	9.963
	Coordinating & Personnel	0.510	0.067	0.500	7.629	0.000	0.109	9.133

a. Dependent Variable: Enrollment Effectiveness

The regression analysis on student survey data reveals that Models 1, 2, and 3, which progressively incorporate independent variables Planning & Promotion, Commanding & Process, and Coordinating & Personnel, demonstrate increasing explanatory power in predicting student enrollment effectiveness, with R^2 values rising from 78.3% in Model 1 to 85.1% in Model 3, indicating that the models explain a substantial portion of the variance in enrollment effectiveness, and all models are highly significant with p-values of 0.000, while the Durbin-Watson value in Model 3 suggests no significant autocorrelation issues; the regression coefficients and standardized coefficients for each independent variable are positive and statistically significant, with VIF values mostly below 10, indicating that multicollinearity is not a severe problem, and these factors collectively play a key role in influencing enrollment outcomes, with the impact of Coordinating & Personnel becoming more pronounced in Model 3.

This primarily presents the empirical analysis results of the present study, synthesizing the findings from the qualitative interviews and the quantitative questionnaires. Through interviews with five vice-principals, three pivotal factors influencing the effectiveness of student enrollment were identified: Planning and Promotion, Command and Process, and Coordination and People. Subsequently, a questionnaire was designed based on these findings, and a quantitative study was conducted. A structural equation model was employed to verify the relationships among the variables. The results indicate that these three factors all exert a significant and positive impact on the outcome of student enrollment, with "Coordination and people" having the most prominent influence.

CONCLUSION

The research findings from both teacher and student surveys at Fuzhou Software Vocational and Technical College highlight the significant influence of planning and promotion on enrollment

effectiveness, with teachers perceiving its impact more strongly ($\beta = 0.284, t = 3.491, p < 0.01$) than students ($\beta = 0.206, t = 3.025, p < 0.01$). Teachers believe effective planning and promotional strategies are crucial for attracting students, enhancing the school's image, and optimizing recruitment processes through systematic arrangements of enrollment goals, resource allocation, and promotional activities. Students, on the other hand, are influenced by the institution's image, information accessibility, and promotional content. High-quality faculty, partnerships, and career development paths increase their willingness to apply. This consistency in findings underscores the importance of planning and promotion in vocational education, providing a strategic framework for teachers, attracting the trust of students and parents, and maintaining the institution's competitive advantage in the market.

The research findings from both teacher and student surveys at Fuzhou Software Vocational and Technical College demonstrate that commanding and process significantly impact enrollment effectiveness, with teachers emphasizing the importance of effective management and process arrangements in coordinating recruitment tasks ($\beta=0.284, t=2.467, p<0.01$) and students valuing the clarity and efficiency of the enrollment process ($\beta=0.243, t=2.966, p<0.01$), which affects their impression of the institution and enrollment intentions. Consistent with prior research, these findings underscore the importance of strong leadership and standardized processes in enhancing enrollment outcomes, maximizing teacher participation, and ensuring a seamless application experience for students. To further enhance enrollment effectiveness, the college may consider implementing digital tools, such as an online enrollment management system, and strengthening managerial leadership to streamline processes and foster collaboration, thereby supporting the institution's sustainable development.

The research findings from both teacher and student surveys at Fuzhou Software Vocational and Technical College reveal that coordinating and personnel significantly influence enrollment effectiveness, with teachers emphasizing the role of effective coordination and personnel management in enhancing their engagement and efficiency in recruitment activities ($\beta=0.519, t=6.789, p<0.001$), and students valuing the professionalism, responsiveness, and organizational efficiency of the enrollment services provided by the institution ($\beta=0.510, t=7.629, p<0.001$). These findings highlight that human-centered management and efficient collaboration not only boost internal staff motivation but also improve the institution's external image and service experience,

thereby significantly enhancing enrollment outcomes. Consistent with prior research, the results underscore the critical importance of coordination and personnel management in vocational education, as they foster a collaborative atmosphere, reduce communication barriers, and ensure a smooth enrollment process, ultimately increasing trust and recognition among prospective students and their parents.

2. RECOMMENDATIONS

To enhance enrollment effectiveness in vocational education, institutions should integrate advanced data analytics for strategic planning, including big data-driven enrollment forecasts and demographic analysis, while adapting their strategies in real time to changing market demands. They should diversify their promotional efforts by combining digital platforms like Douyin and Xiaohongshu with offline events, such as campus tours, workshops, and alumni engagement, to build trust and credibility. Streamlining enrollment processes with clear timelines, centralized inquiry systems, and efficient cross-departmental coordination will enhance operational efficiency and improve the student experience. Prioritizing curriculum alignment with industry standards, strengthening corporate collaborations, and offering specialized certification programs will enhance the employability of graduates. Ultimately, institutions must regularly assess their competitive landscapes, differentiate themselves through unique value propositions such as specialized training or strong alumni networks, and continually innovate to maintain a competitive edge in a dynamic market.

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