

**Unravelling the Nexus: University of the East Marketing Strategies and Student Decision Dynamics**

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**Abstract**

This study examined the relationship between the marketing strategies the University of the East (UE) utilized and the decision-making processes of former Grade 12 students who chose to enroll as freshmen. Employing a quantitative correlational research design, the study collected survey data from a stratified proportionate sample of former senior high school students across UE's colleges. The results revealed that key marketing strategies, namely: social media advertisements, campus events, school-to-school promotions, alumni testimonials, and personalized emails, were perceived as highly influential in shaping students' decisions. Among these, social media and alumni testimonials emerged as particularly effective. Statistical analyses using Pearson's correlation demonstrated significant positive relationships between the influence of UE's marketing strategies and critical decision-making factors, such as: academic reputation, program offerings, cost and financial aid, location, campus facilities, and personal recommendations. The study underscores the importance of integrating data-driven, student-centered marketing approaches that resonate with prospective students' values, needs, and expectations. It also recommends that UE improve its communication about financial aid and personalize its outreach to help students make well-informed decisions.

*Keywords:* marketing strategies, student decision-making, first-year students, University of the East