Introduction

Education system has been expanding globally more people investing more of their time and money in education now than in past. Although all level of education have experience expansion, the rate of growth, perhaps been greatest at the management education level. Expansion of system due to several factors. First, there is pressure resulting from expansion at the lower level of education. While part of this expansion is in response to voluntary demand for education, another part of it is in response to public action. The promulgation of law governing compulsory primary education has increased national commitment and international support to achieve education for All (EFA) goals. This initiatives have generated demand for primary education even from the most disadvantage groups and from those living in remote area. As result of expansion of the lower level of education system demand for education at secondary and post secondary level has intern increased. The move, many countries, towards universalization of secondary education has increased the number of candidates eligible to enrolled in higher education, thus putting additional social pressure to expand the higher education sector as management studies have entry of student from all section of education i.e Art, commerce, Medical, Science, Engineering expansion in management education is very rapid than other section of education.

Second, the rapid expansion of higher education in the recent past is also a reflection of increasing employment opportunities for university graduates. The public sector used to be the largest employer of university graduates in developing countries. Employment in the public sector as declined and many countries, in the context of globalization, have promoted the private sector of their economies. The slowdown is employment generation in the public sector has, very often, been offset by employment creation in the private sector. Furthermore, recognizing the changing skill requirement in the context of globalization, many countries not only universalized that school education but also massified their higher education system. Now it is globally recognized that expanded higher education sector has become a necessary condition for a country’s growth in the present environment; it is important in promoting faster technological catch up and in improving a country’s ability to maximize economic output (world Bank, 2002).
Third, recent trend in expansion fast growth of government aided and private education. The number of student perceiving study in government aided and private institutes has increased and private institutes has almost multiple in last decades. Although better job opportunities and higher salary expectation can be important reasons, the growth also reflects changes in provision of higher education facilities.

In recent decade marketing principle has been increasly popular topic for more management institutes. As any other organization educational institutes developed specific activities in very dynamic and social environment. Demographic trend technological evolution changes occurred in global economic, international labor market and citizen living standards all are significantly affected higher education system and its image in society. Furthermore, In the context of economic crises both business and individual assign greater responsibility to higher education institution regarding graduates and post gradates efficiency and their adaptability to employer requirements. Obtaining management degree has become almost naturally goal of every graduates wishing to have access to safe and well paid job. This opportunities was quickly noticed by private institutes and unaided institutes which have developed educational program and communication campaign in order to achieve greater market share by attracting numerous student or candidates.

In many states of INDIA there has been explosion in the emergence of management institutes. The major result of expanding demand is that the number of management institutes is growing and market of management institutes becoming more competitive. Competition between management institutes has dramatically increased and currently market become saturated. This has lead many institutes becoming more aware of benefits of adopting marketing orientation in order to understand better their students need and to increased their capabilities to computes in their market place.

In today’s globalised world its quite demanding to having image and maintain image . Student have so many choice and easily defected any time so encouraging student to join institutes and institutes professor have to try hard because keeping student is go more beneficial cost effective and profitable than acquiring new one. Image building is starting years cost but it
can reduce institutes every year image maintenance and student generation cost low thereby sustaining in longer tem institutes image is important factor in overall evolution of service quality. Student or stake holder will judge the institutes on every thing from prospectus, infrastructure, staff behavior, treatment to student, web side page etc. Good image fetches talent from society to the institutes thereby helping good quality image of institutes. Also industry gets good candidates from institutes as employee thereby giving further good image to society and circle gets complete.