

# The Brand Communication Strategy Research of Newly Formed Non-governmental Regular Universities

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**Abstract.** Brand communication is the need of newly formed non-governmental regular universities outside the plastic image and enhancing reputation; is the need of cohesion and cohesive forces; and is the need to expand the survival and development space. The brand communication strategy of newly formed non-governmental regular universities including development positioning, outstanding characteristics, integrated communication, team building. Its spread ways including the use of campus media build three-dimensional propaganda network, expand social media reputation to borrow, thanks to new media, and grasp the opportunity for publicity campaign.

## 1. Introduction

Independent college is a new period of our country's higher education system reform and innovation of running, the system design of the independent college grafting dual advantages of social capital and the maternal universities, obtained the rapid development on a high starting point. At the same time, the independent college also exposed many problems in the rapid development, restricts the sustainable and healthy development of the higher education in our country. From the goal of higher education reform and development in our country and the development of higher education in the developed countries experience, independent colleges will be timely and orderly transfer to completely independent non-governmental ordinary undergraduate course colleges and universities, is not only the requirement of the national policy guidance, and deepening the reform of higher education running system, promoting the sustainable development of private higher education healthy, the necessary of serving local economic and social transformation.

According to the independent college setting and management method, independent colleges turn to private universities have examples of successful. From 2008 to 2009, the national first batch of 5 independent college success for private universities. From 2011 to 2016, there are 57 independent college turned to run by the local undergraduate colleges and universities. After set, how to under the premise of "quality first", making scientific planning and a strong brand communication is an important task of non-governmental regular universities facing.

## 2. The necessity of newly formed non-governmental regular universities' brand communication

### 2.1 Brand communication is the need of newly formed non-governmental regular universities outside the plastic image and enhancing reputation

Independent college after set to run by the local undergraduate colleges and universities, the name is changed. Because giving up maternal signboard of state-run universities, unite the two sides of the most important link is disconnected. Rings out of school, new school brand effect is affected, social influence and visibility is reduced, difficult to gain social acceptance. From names of the new school, newly formed non-governmental regular universities have not understudied to outer provinces with a new and strange names appeared in front of candidates and parents, in addition to outside the local has a certain visibility. And it is bound to recruitment, employment, introducing talents, teachers' stability

and adverse effect caused by resource access. As a result, newly formed non-governmental regular universities should strengthen professional teaching masters, advantages, outstanding alumni, graduates employment work of propaganda and so on, to shape a good brand image, increase brand recognition, reputation and credibility, in hard skills at the same time.

### **2.2 Brand communication is the need of newly formed non-governmental regular universities cohesion and cohesive forces**

After the establishment of new school, the parent university sent middle-level cadres, veteran teachers return to original maternal universities, and have influenced the new school teachers team construction. Because of the new universities teaching history is shorter, it has not form scarce characteristics, distinctive spirit style of study, standard and system of academic disciplines. the process of brand communication of newly formed non-governmental regular universities is its wisdom, dig the connotation of the brand, concise characteristic of the process. Through summary and motivation, it can cohesion the heart strengthen and the confidence that run first-class applied in colleges and universities.

### **2.3 Brand communication is the need of newly formed non-governmental regular universities expand the survival and development space**

Domestically, the competition is intense. For newly formed non-governmental regular universities, there are traditional colleges and universities, the pressure of a key university, with higher vocational school pursuing. Compared with the similar public undergraduate course colleges and universities, newly formed non-governmental regular universities is no long history of traditional universities and colleges of undergraduate course and school, and no new government financial support of public universities and colleges of undergraduate course. Therefore, to stay in the fierce competition in colleges and universities, newly formed non-governmental regular universities face a severe test. Through the brand communication, it can be open to the outside world to raise awareness of self, win the local governments, departments and social public, regional industry enterprises trust in its running school, get the policy support and resources environment conducive to the development of their own.

## **3. The brand communication strategy of newly formed non-governmental regular universities**

### **3.1 Localization development strategy is the premise**

University image is shaped by the self expectation of image and the public evaluation of image recognition. when the two image get uniform height positioning, brand effect will affect colleges and universities. The most urgent question of newly formed non-governmental regular universities is the development of strategic positioning. Its purpose is to the quality of teaching and scientific research level and the service consciousness into the brand, to facilitate the correct understanding of potential education audience. Newly formed non-governmental regular universities running time is short, the construction have a poor foundation and relatively scarce resources. From the perspective of their own conditions and development school, Newly formed non-governmental regular universities should be free from fickleness, adhere to the whole, to find their own characteristic to strengthen construction, strengthening can identify themselves to promote their own characteristics, thus forming its characteristics, highlight their own advantages, and eventually build up brand positioning.

It is worth noting that the process of a university from the preparation, schools, development, and improve, must follow the rules of higher education, can not be overemphasized leapfrog development, otherwise it will seriously affect the quality and level of education. And the development speed of newly formed non - governmental regular universities is very fast, and generally the time of building "campus with an area of one thousand mu, ten thousand - student university" are only three years or so. So, the brand propaganda work of newly formed non - governmental regular universities is not only the current need, and must carry on the propaganda planning and positioning system. Moreover, on the basis of the university image design and planning the university culture construction, newly formed non - governmental regular universities must be propaganda system, planning and positioning With

large propaganda strategic vision, can't talk about branding promotion brand promotion propaganda. Only in this way, we can ensure the university brand propaganda not get rich quick, not deviating from the laws of higher education and propaganda. Because the educational ideas and objectives is the core of university cultural spirit and the core of the brand publicity, it guide school direction and standard process.

### **3.2 The prominent feature is the core**

Newly formed non-governmental regular universities should pay attention to its own characteristics of school-running concept, features of disciplines, talent training characteristics, characteristics of teaching reform, etc. The reasons of many colleges and universities are able to get more education resources and win the good reputation, is to rely on high quality teaching level and talent was recognized by society. Newly formed non-governmental regular universities must pay attention to the propaganda advantage disciplines in talents cultivation, the results of the application research and services. It can promote the school characteristic practice innovation ability training system for the promotion of students' ability to solve practical problems, promote the school exploratory education management measures, and promote employment entrepreneurship new trends and serve the society, for society widely affirm and support.

### **3.3 Integrated marketing is the key**

Newly formed non-governmental regular universities should implement integrated marketing, adhere to the spread of strategic guidance and tactical continuity, let the audience get to university's consistent information from different channels, in order to better recognize and accept the university brand. To make full use of campus media, pay more attention to dock with the external media benign. On the one hand, make good use of their own newspaper, television, radio, weibo, WeChat media, such as the key work progress to the outside. Along with media attention, on the other hand, be incorporated into college comprehensive strength index, run by the local colleges and universities should actively expand external media platform, with the help of media power to create favorable public opinion environment for schools. Give full play to the effect of traditional media credibility, pay more attention to play to the network media interaction function. Newly formed non-governmental regular universities should be "based on local, radiation national", relying on the local media daily news propaganda, important news with the national mainstream media education focus on planning, with a relatively low cost production of high transmission efficiency.

### **3.4 Flexible use of various propaganda way is the way out**

In the face of public university, independent college, and the fierce competition in the private university, especially the competition on the students, the university image promotion, brand promotion and education become the key characteristic of propaganda for newly formed non-governmental regular universities. Its means of propaganda, on the basis of the traditional, must be continuous innovation, its core is to increase the credibility and reputation of the university. The elements of branding propaganda including the purpose, methods, forms, content, effect and social effect, cost performance. Credibility is the foundation of the propaganda and increase university, increase the reputation is the purpose of publicity. At present, many universities, especially the independent college and non-government college, some just for propaganda in terms of publicity, not from the global system considering large propaganda pattern, some entered as long as reputation, regardless of the myth, circle credibility. They only pay attention to in the propaganda using a lot of advertising and advertising language, think that as long as they say good, everyone will believe those. Often it cause fact exaggerate and discrepancy, affected the credibility. They are going to university propaganda, turned into a business advertising products. They are based on imagination to leadership opinion as the criterion, to need to say what you like. In the long term, credibility will be gone, never far from reputation.

Newly formed non-governmental regular universities should give priority to in order to pay attention to news propaganda, advertising as the auxiliary pole. Pay attention to the fact the propaganda, don't exaggerate, too. Promotional purposes and objectives should be clear. Propaganda must be science, humanities, appropriate. Surrounding the university's core spirit, it will be

incorporated in the university education, propaganda for big promotion system planning, short-term, medium-term and long-term promotion plan, with school image, brand and characteristic publicity is given priority to, to create a good campus atmosphere and social education to contribute. Propaganda way including (1) host translocation: make I find the media to promote, turned into media for my propaganda, emphasize the news propagandand sociality; (2) Positive and negative publicity: timely improve propaganda on the positive and negative publicity work, completes the crisis public relations, make bad publicity for the good result propaganda; (3) Three-dimensional propaganda: set point as the matrix, and distributing for group, refining the theme, looking for a news story, organize series of campaigns; (4) Initiative propaganda: the passive nature of news propaganda, to active planning events in the news propaganda on own initiative; (5) Propaganda campaign: plan ahead, planning events, creating momentum, multimedia series propaganda, form the three-dimensional comprehensive effect, highlight the characteristics of focus, and make some plans organized publicity campaign. University brand publicity need to be able to lead organization units all strength, head of mix, large-scale publicity campaign, form a large series of publicity, increase the credibility and reputation of the university.

### **3.5 Team construction is the guarantee**

University's brand spread needs the talented person or team to implement, who can propaganda, understand management and teaching, with composite knowledge and ability structure. So newly formed non-governmental regular universities should form a propaganda, by equipped with various channels, as well as the full-time and part-time teams, the campus off-campus complement each other. The campus propaganda team including full-time propaganda work team, part-time team, student press corps, etc. External propaganda team including journalists staff team, the higher education expert team, unit of choose and employ persons, unit of "industry-university-institute" cooperation, all of these are based on the understanding of the objective and fair to the school and the school output and high reputation in the scientific research achievements, self-conscious propaganda schools, so as to promote the school image and influence.

Newly formed non-governmental regular universities have a special personnel or team, who is responsible for the campus external propaganda work, each unit has a specialist is responsible for the coordination, which can establish effectively mobilize school propaganda resources mechanism and build a team that can effectively complete the task on time. The propaganda head of newly formed non-governmental regular universities must be able to organize and lead other department personnel, form a good match, effectively mobilize and use of internal and external resources, in the established or sudden time, specified in the propaganda task, and can achieve the desired effect.

## **4. The brand spread content of newly formed non-governmental regular universities**

### **4.1 Academic information**

Academic information, mainly refers to the academic achievement, patent invention and technology popularization and academic exchange activities. As an important information content of private universities brand, newly formed non-governmental regular universities mainly spread by media and event propagation activity two aspects. Academic achievements mainly through academic journals and high-level newspaper media strategy to implement. Patent application and technology promotion, and the participation of academic exchanges, is to achieve by using the way of brand event.

### **4.2 Class information**

Event information, is mainly refers to newly formed non-governmental regular universities regular brand information, including the daily activities and regular class activities of the event. Event information, mainly through the electronic media and print media for information dissemination, such as television, radio, all print inside the common newspapers and magazines, etc.

### **4.3 Special class information**

It is an important means to enhance the brand value to organization feature article for newly formed non-governmental regular universities in order to achieve the goal of brand communication. As a

feature article, its main communication tools should be in professional newspapers and national comprehensive newspapers.

#### **4.4 The recruitment of students information action classes**

Recruitment activities in colleges and universities every year is the most important stage of brand promotion, newly formed non-governmental regular universities is no exception. From the point of current recruitment activities, both governmental universities and newly formed non-governmental regular universities, are all pay great importance to the recruitment of students. Newly formed non-governmental regular universities can organize recruitment seminars, print data, using television, newspaper website advertising, etc as the main method of communication. Many colleges and universities also use generous economic treatment to attract high examinee.

#### **4.5 Recruitment information**

Recruitment information is mainly refers to newly formed non-governmental regular universities of personnel recruitment and employment information. Newly formed non-governmental regular universities can recruit class presentation, distribution of printed materials, the use of television advertising newspaper websites, to facilitate the release of such information.

#### **4.6 VI design class information**

Widely applied in the enterprise management in CIS strategy, also suitable for newly formed non-governmental regular universities brand information communication of the organization. In the CIS strategy, the VI design in the form of visual recognition, is one of the important content and the way of information dissemination for newly formed non-governmental regular universities.

### **5. The brand communication spread of newly formed non-governmental regular universities**

#### **5.1 Make image design system of newly formed non-governmental regular universities, through the construction of university culture propaganda important content, create the characteristic brand reputation**

Image of universities is not only a sign of social cognition, has become a kind of power to promote the development of colleges and universities. Universities image planning is also called the identification planning, which is a technique to improve universities image. Strategy and university recognition system is a system, perfect the university image design. Creative implementation of the strategy is through a complete system, the concept of the university, personality characteristic, the mode of transmission through dynamic and static, attract the attention of the public, to establish high visibility and reputation, set up a good image, make the public trust and a good psychological effect. Newly formed non - governmental regular universities must set up their own intangible assets and brand, sets up the image of university characteristics, expand visibility, enhance the reputation of the school. Through a creative complete system of universities, newly formed non - governmental regular universities should attract the attention of the public and establish a good image and brand. Through the mode of dynamic and static transmission, newly formed non - governmental regular universities can present the philosophy, personality and characteristic of universities , to establish high visibility and reputation, the public trust and a good psychological effect. Newly formed non - governmental regular universities should make gradually follow propaganda, instant of publicity planning, to establish intangible assets in the school, set up the image and brand, again through the campus, and the media in society to launch the brand, expand the influence.

University culture is reflected the concept of running a school, the school spirit, and the behavior of the traditional culture and spiritual culture, material culture constitute a kind of cultural form. University campus culture construction is the important of the comprehensive level of running the schools, colleges and universities is to train and develop high quality talents with innovative spirit and practice ability of internal requirement. Campus culture mainly includes the following aspects: the university spirit, common values, school spirit, teaching style, study style, work style, traditional customs, way of thinking, mood, emotion, personality style, etc. Specific is decomposed into class culture, community culture, the diet culture, the dormitory culture, festival culture, film and television

culture, art, culture, sports culture, the spirit of university, execution, etc. Newly formed non-governmental regular universities must constantly for the construction of campus culture spirit and summary, and in a timely manner to promote form style and characteristic of culture.

### **5.2 Use of campus media expand the propaganda, building three-dimensional propaganda network**

It is to give priority to with the campus media, tree image, build atmosphere, making teachers and students to agree with the content and forms of propaganda, and make the second communication. Newly formed non-governmental regular universities and universities should actively build the media landscape, which is made up of newspaper, website, radio, television, Weibo, WeChat, screen readers, electronic screen, the app, etc. These can form the news propaganda "matrix effect". Newly formed non-governmental regular universities should accomplish scientific overall theory propaganda, publicity, typical propaganda, and major themes, with school development forte, advanced typical in teachers and students, campus vivid story attract audiences, which enhance the attraction, appeal and influence of campus media.

Wuhan technology and business university, for example. The university was founded in 2002 and become a newly formed non-governmental regular university in 2011. The university has established the radio station and the website in 2002, the newspaper in 2003, official Weibo in 2011, university network television in 2013, official WeChat in 2014, official APP in 2016. Newspaper, website, radio, television, Weibo, WeChat, screen readers, electronic screen, the APP for building their propaganda and ideological work important carrier of the whole media landscape. By the head of the propaganda department, the university campus media college press corps, such as radio, television, new media center four college students' team, become important strength of campus media operations. The school through the establishment of the big four teams backbone QQ group, WeChat group, important topics the weekly release, common planning, editorial, together to build a unified command and coordination of different media to release platform, formed in line with the characteristic of media law, meet the demand of audience products, hierarchical issued by different media channels, complete "released a collection, dynamic consolidation, multi-channel" process, realize the integration development of depth. Four team members not to join a team, a lot of people are "amphibious", even "staggering", form common information sharing. At the same time, strengthen the field of media and college campus media cooperation, media and new media integration development for schools to make overall arrangement and detailed planning, clear campus each new media platform for the construction of the localization, the service object, development characteristics, etc. So the university through new media development, complementary dislocation, set up a new media center, focus on strengthening the construction of new media, the preliminary formation of cluster development situation of all kinds of new media platforms, and establish the whole media matrix.

### **5.3 Taking advantage of social media to expand reputation, increase credibility**

Newly formed non-governmental regular universities have made daily news propaganda, at the same time, contributed to the media with highlight the school characteristics, typical personalized education, teachers and students, vivid and interesting school culture, science and technology, sports and recreational activities. Newly formed non-governmental regular universities should pay attention to strengthen cooperation with the depth of the news media, through the annual news media topic specifically invited briefings, key activities, business training and other measures, establish a long-term contact with the media, and gradually build four-in-one news publicity platform including newspaper, internet, TV and radio.

Wuhan technology and business university, for example. The university adhere to the "guide inside with heralded mission, mission to promote heralded" the concept of news propaganda, pay attention to strengthen the depth of the campus media and social media cooperation, play in the mission heralded two sets of combination, actively construct the newspaper, Internet, TV, radio, and four news propaganda platform. The university through the annual news media topic specifically invited briefings, key activities, business training and other measures, establish a long-term contact with the media, set up the school brand image. From 2012 to 2016, the propaganda department of the central,

provincial media published original manuscript 1086, reproduced the number more than 5000 times, showing a wide media coverage, the central authority media reported more, headlines, articles, in-depth reports, etc. In 2016, the school also won the China education newspaper "college education news propaganda outstanding unit", the propaganda department of the teacher for four consecutive years won the China education news title of "outstanding correspondent" in colleges and universities.

#### **5.4 Focus on various new media, let the audience watch the dynamic information at any time**

In recent years, China's new media development rapidly, at a big, easy to send and receive, popular. Especially by Weibo and WeChat, students can release all kinds of dynamic information, and social awareness is big, the hair should be fast, often used by social mainstream media. Newly formed non-governmental regular universities should pay attention to new media, expand the influence, let the audience can see school's dynamic information at any time, receiving large effect. But new media has a harmful effect, because new media can't be controlled and become a negative problems, form the public relations crisis. Newly formed non-governmental regular universities should establish a regular Internet surveillance team, student reporter on duty and pay attention to social media trends, found that crisis response in a timely manner.

Wuhan technology and business university, for example. The university adhere to the diversification strategy, build the inside environment for the development of media integration. First of all, the university attaches great importance to the diversification of content, the diversity of objects, the diversity of style. Constantly the university has enriched the school network culture supplies and services, focusing on college students' learning and practice aspects of content, make suitable for new media, the network application and excellent works, provide diversified online content choice college students. Second, outside the school, the university adhere to the "going out" and to pay attention to actively create a good external environment, promote the coordinated development of university media and social media, making it the campus media in the booming good soil, to expand the campus media influence. For example, The reading quantity of the 2016 college freshmen military training seconds by the university's Weibo and WeChat side launched is more than 540000 in two days, through the communist youth league central, global times, the China Daily, People's Daily overseas network forwarding. The reading quantity of Introduce the school club association by the university's Weibo and WeChat side launched is more than 100000, through the WeChat of Changjiang daily forwarding.

#### **5.5 Grasp the opportunity for publicity campaign, pay attention to promoting social effectiveness**

Newly formed non-governmental regular universities should around the school focus on work, masterminded the school or department news activity, effectively promote the school teaching advantages and development of new ideas and new measures and achievements of reform.

First of all, newly formed non-governmental regular universities should focus all resources for the recruitment of students propaganda campaign. Began after the start of each spring, newly formed non-governmental regular universities began to plan for the recruitment of students propaganda, advertising change for news propaganda, the advertisement layout according to the news pages of design, soft articles according to the format of the news writing, writing and all the students a reporter to interview, with a series of news reports method, pay attention to the point of propaganda with noodles, prominent characteristics, modular propaganda.

Second, high level academic propaganda. Academic propaganda object in higher education field experts, colleagues and other universities technocrat leader, the main content for educational philosophy, teaching and management idea, talent training mode reform strategy, teachers teaching scientific research, etc.

Third, the open campaign. Through the school anniversary, campus visits, and campus recruitment, alumni association, advance will out university-enterprise cooperation, the national-level scientific and technological achievements, newly formed non-governmental regular universities should optimize the school and public relations and increase brand communication effect. At the same time, newly formed non-governmental regular universities should make full use of school leadership inspection, experts such as an opportunity to improve yourself in reputation in the field of experts. Fourth, a competitive

platform for propaganda. As a growing universities, newly formed non-governmental regular universities must be taken seriously, solid effectively enhance the educational level and quality of the core index, strive to improve them accordingly. In addition, newly formed non-governmental regular universities should pay attention to the important project application and the high level of competition, show the school running level and the strength of subjects, advance the reputation.

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