新竹社教研習中心語言教育學院之策略性分析與學員滿意度之研究

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摘要

全民學英語目前似乎已成為一種全民運動，因為不管是在課業上或是工作升遷上之需求，全民對英語能力之渴望擁有已成為一股不可擋之趨勢，在此有利之大環境之下，照理來說，開設一般短期補習學校生意理應當是不錯，不過，事實並不然，原因除了歸咎於市場之激烈競爭外，組織本身之資源是否分配得當、課程架構是否為消費者所想要的及是否有利用組織本身的相關資訊優勢進行關係銷售，這都是問題所在，本研究之個案公司-新竹社教研習中心，其機構本身有五個學院，其中之一就是語言教育學院，此學院目前就是面對以上之困境而不知如何面對，因此，本研究從市場、組織、師資與消費者等宏觀角度來探討新竹社教研習中心之市場競爭力，以期使該中心能搭上此外語學習風而強化其本身之競爭力。

關鍵詞：新竹社教中心、語言教育學院、策略、滿意度
The Study of Strategy of the Sector of Language Education and Satisfaction of Students in Hsinchu Learning Center of Social Education

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Abstract

Learning English has become a kind of trend for the public. This is because different people have different needs for English, such as examination or promotion. Therefore, this is a good opportunity for cramming schools, however, fact is not always truth. Aside from the intensive competition, organization itself is an important factor for whether it can survive in the market. For organizations, there are many factors needed to be taken into consideration, such as the allocation of resources, the design of courses, and the use of consumer database for relational marketing. The case company, “The Sector of Language Education in Hsinchu Learning Center of Social Education”, equips with five sectors and language education is one of them. Now, this sector has faced the problems mentioned above and do not know how to solve it. As a result, this research will explore market competitiveness of the sector of language of education from the perspectives of market, organization and consumer. The aim is to enhance its competitiveness in the market of cramming school.

Key words: Hsinchu Learning Center of Social Education, The Sector of Language Education, Strategy, Satisfaction