

OPTIMIZING THE EFFECTIVENESS OF MEMORANDUMS OF UNDERSTANDINGS (MOUs) THROUGH OMNI-CHANNEL MARKETING: INSIGHTS FROM SRI LANKAN UNIVERSITIES AND PROFESSIONAL ORGANIZATIONS

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This study addresses significant gaps in understanding Memorandums of Understanding (MOUs) between Sri Lankan universities and professional organizations, focusing on the effect of omni-channel marketing strategies. The current literature lacks detailed insights into how these strategies optimize MOUs in Sri Lanka. The research aims to uncover how omni-channel marketing strategies are integrated into MOUs and their effect on higher education partnerships. Utilizing qualitative content analysis, the study examines a sample of 10 MOUs by analyzing web content, social media, and marketing materials. Data are collected and coded into themes like collaboration goals, marketing networks, target audiences, and benefits. These omni-channel marketing strategies enhance engagement with prospective students through personalized communication and interactive content. Joint marketing initiatives, such as co-branded content and shared resources, are prevalent, leveraging the strengths of universities and professional organizations. This research provides new perspectives on the significant role of omni-channel marketing in promoting higher education partnerships in Sri Lanka, demonstrating how these strategies improve audience reach and engagement, thereby enhancing the visibility and appeal of MOUs. The study suggests that Sri Lankan universities and professional organizations can enhance their MOUs by adopting omni-channel marketing strategies across social media, email, websites, blogs, and in-person events, creating personalized and engaging content that attracts prospective students and strengthening institutional collaborations and support programs. Developing advanced career services and collaborative programs offers practical benefits to students, fostering more robust partnerships between institutions and organizations.

Keywords: Memorandums of understanding (MOUs), Omni-channel marketing, Professional organizations, Sri Lankan universities