

ABSTRACT

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MARKETING STRATEGY ANALYSIS OF HIGH SCHOOL OF ECONOMICS INDONESIA BANKING SCHOOL (STIE IBS) USING SWOT

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College of Economics Indonesia Banking School (STIE IBS) is a high school economics established by the Indonesian Banking Development Foundation (YPPI) under the guidance of Bank Indonesia with the undergraduate program (S1), which focuses on finance and banking. With many private colleges that stood then needed a marketing strategy that is right for any private college is particularly STIE IBS.

SWOT method is one way to determine the extent to which the educational institution has its strengths and opportunities, as well as weaknesses and threats faced by the company. The authors are encouraged to conduct an analysis of marketing STIE IBS with a SWOT analysis to determine what strategies can be used by the university to compete with private and state universities.

In this thesis, the author analyzes the strengths, weaknesses, opportunities and threats of STIE IBS, and the current strategy needs to be done by STIE IBS utilize the internal strength to open up long-term opportunities through a growth strategy (concentration through horizontal integration) by an increase in the type of products in the form of program studies or services. STIE IBS can also expand the market, facilities, and technology through the development of internally and externally through cooperation with other institutions, especially banks.

Bibliography (2000-2010)