

Student scientific conference

1. Rating of Marketing Efficiency at University of Casimir Pulaski in Radom: Student Perspective

Sebastian Snopek

Bartek Kowalczyk

Alan Staniak

Martyna Janiszewska

Norbert Dujka

Section: Business Economics and Management

Supervisor: Dr hab. Marzanna Lament

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Abstract

The article discusses basics of marketing that's business in the current world apply to reach out to consumers and fulfill their desires not only with the product or service they provide, but the whole acquisition process. The point of the article is to present how Casimir Pulaski University in Radom developed from the beginning to current state, what promotional materials they use, and how students rate them based on visibility, attractiveness and usefulness

Keywords: Marketing, University, promotional materials

Introduction

College education has to focus mainly on two things in those days – classes and building a brand. In order to make them unique and attractive for people, universities have to fully understand and master nowadays' most effective marketing strategies – for example social media advertisement and web design. These are main indicators how institution is seen by their (possible) future students. The University of Casimir Pulaski in Radom is perfectly balanced in this subject, due to using a mix of promotional tools to reach new “consumers”. Are those strategies really that effective as they should be? The best way to figure that out is by asking the students themselves, since their opinion is the most valuable one, due to the fact of being both target audience and the “heart” of campus community. They are the ones that can confirm if the university's promises are either true or false. They can ensure us into info's clarity, helpfulness and ads' influence on their decisions. This article analyzes the marketing efficiency at the University of Casimir Pulaski in Radom from the students' point of view. This is probably the only way to make the marketing strategies highly effective, eventually leading to attracting the next generation of applicants and keeping it's place in a very competitive education market.

2. Basic concepts of marketing

Marketing is fundamental element of management. Its subject is to recognise and fulfill customer and social needs in a way, that meets with organisation goals. American Marketing

Association, Marketing is activity Marketing Association, marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, partners, and society at large. It requires from organisations to put many hours and skills towards marketing management, to find every way to obtain a certain expected reaction from consumers.¹ Marketing is often equated with advertising, but this is too narrow a view. Advertising is only one of the pillars of promotion itself, which is part of the broader marketing system. The American Marketing Association emphasizes that advertising is part of marketing, while Britannica describes marketing as a process that includes strategic analysis, marketing-mix planning, implementation, and performance control. This means that marketing activities begin long before a promotional campaign and continue even after it has ended, because they require an assessment of effectiveness of adjustments to decisions. Customer orientation is very important principle of marketing. This means that a company should design its offer based on the needs, motivations and problems of its audience.² Marketing isn't about "pushing" a product, but about adapting it to specific market expectations. Therefore, effective marketing requires not only creative communication but, above all, an accurate diagnosis of what customers are truly looking for and how they make purchasing decisions. Market research is closely related to customer orientation.³ The AMA defines marketing research as the function that connects the customer, consumer and public to the marketer through information used to identify problems and opportunities, monitor performance, evaluate actions and deepen understanding of the marketing process. Britannica adds that market research includes the acceptability of products, analysis of the requirements of various markets and methods of developing or exploiting new markets, while in practice tools (surveys, market tests, consumer attitude analysis) are used. This is the reason why market research is the foundation of rational marketing decision rather than just an add-on to a campaign. After gathering information about the market, a company moves to the STP model, which is divided into segmentation, targeting, and positioning. Segmentation involves dividing customers into groups based on similar characteristics, needs, or behaviors. Targeting means selecting the segments that the company wants to serve. The last element, positioning, concerns

¹ KOTLER P., Keller K.L., Chernev A., 2025. "Marketing Management" 16th Edition, Dom Wydawniczy REBIS Sp. Z o.o. Poznań.

² DUFFY, S., BRUCE, K., MOROKO, L. 2020. Customer Orientation: Its Surprising Origins, Tumultuous Development and Place in the Future of Marketing thought and Practice. *Australasian Marketing Journal*, 28(4), 181-188.

³ ZHAO, X. 2022. Customer Orientation: A Literature Review Based on Bibliometric Analysis. *Sage Open*, 12(1).

building the brand's place in the customer's mind, where it can be compared with competitors. Britannica indicates that the strategic phase of marketing is based on this approach: an organization should identify customer groups, choose those it can serve effectively, and then communicate the central benefit offered to those groups. In practice, the STP model increases the effectiveness of marketing activities because it allows a company to direct its offer to specific audiences instead of "everyone".⁴ One of the marketing fundamentals is marketing mix often presented as model 4p- product, price, place and promotion, currently extended to 7p with addition to people, process and physical evidence. Product isn't only about physical goods or services, but also design, functions, quality, and the benefits that customer perceive. Price on the other hand is about economic value of the offer that influence demand and perception of the brand. Place refers to channels that product can reach the consumer, while promotion includes communication on the market like advertisements, sales promotions or social media activities. People refer to workers around organisation, that build a relationship with consumers and represent the brand. Process is procedures that builds a quality during shopping process to complaints and physical evidence that refers to logo, packaging, design of website and store, to improve visual elements of the brand.⁵ The importance of the particular elements of the marketing mix might fluctuate depending on the type of offer. In services marketing, the consistency of fulfilling the brand promise, the manner of service delivery and customer experience are prioritized, due to intangibility, variability and strong connection of services with the process of delivery itself. Marketing can't go all-in on the advertising message – the service availability, quality of customer contact and the credibility of the provider are equally important. To make marketing effective, strong brand is also important. Britannica defines a brand as a set of words, images and associations that represent a product or service and distinguish it in the market. A strong brand makes the easier more recognizable, builds trust, emotional connection and loyalty. With that being said, marketing takes care of both the sale of a single product and the long-term perception of the company by its environment. Consumer behavior must not be overlooked. Britannica indicates that purchasing decisions are influenced by four main groups of factors: cultural, social, personal and psychological. This shows that consumers do not make choices solely on the basis of price or product functionality. Lifestyle, reference groups, previous experiences, perceived risk, and emotions also play an important role. For example, in the case

⁴ Khandelwal K., Jakhar T., Khandelwal T., Segmentation, Targeting and Positioning

⁵ IŞORAITÉ M., 2016 "MARKETING MIX THEORETICAL ASPECTS" International Journal of Research – Granthaalayah, Vol. 4, No. 6: 25-37.

of high-involvement purchases, such as a house or computer, the customer spends more time comparing and evaluating brands, whereas in routine purchases they are more likely to choose what they already know and associate positively with. For marketing, this means the need to adapt both the message and the communication channel to the type of purchasing decision being made. Viewing marketing from the perspective of the customer journey is very important in today's world. The modern customer does not focus only on a product advertisement and then immediately make a purchase. More often, they need additional information such as reviews, video materials or comparisons, and only then can they decide whether they want to buy the product.⁶ Google materials indicate that understanding and adapting to this journey, as well as to the points of contact with the brand, improves communication planning, while analytical tools make it possible to better understand user behavior across different channels.⁷ For this reasons, modern marketing should be multichannel and consistent, so that the customer receives a similar message and experience regardless of the point of contact with the band. Effective marketing requires not only planning, but also implementation and performance measurement. Britannica describes marketing control as a necessary stage of the process, while efficiency control is defined as the analysis of the effectiveness of individual elements of the marketing mix, such as advertising, sales promotion, or distribution. Google analytics explains that a conversion is an important user action, defined on the basis of events and used to evaluate and optimize campaigns. Modern marketing must be measurable, which means that a company using it should know which activities build awareness, which attract traffic, and which actually lead to a purchase or another desired result.⁸ When it comes to ethics and siocial responsibility, Britannica notes that marketing affects not only individual consumers, but also society. For this reasons, important criteria for evaluating marketing include the truthfulness of communication, consumer protection, and its impact on social well-being.⁹ In this sense, marketing is not understood solely as technique for increasing sales but also as an area that requires responsibility. This includes transparent communication, avoiding manipulation, respecting

⁶ Harris P., Pol H., van der Veen G. 2020. Customer Journey: From Practice to Theory. 1st edition, 67-84

⁷ Voorveld, H. A. M., van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with social media and social media advertising. *Journal of Advertising*.

⁸ Järvinen, J., & Karjaluoto, H. (2015). The use of web analytics for digital marketing performance measurement. *Industrial Marketing Management*. Vol.50 117-127

⁹ Saura, J. R. 2021. Using Data Sciences in Digital Marketing: Framework, methods, and performance metrics. *Sustainability, Journal of Innovation & Knowledge*, 13(4), 2035.

audience privacy, and ensuring that brand promises to correspond to the customer's real experience.¹⁰

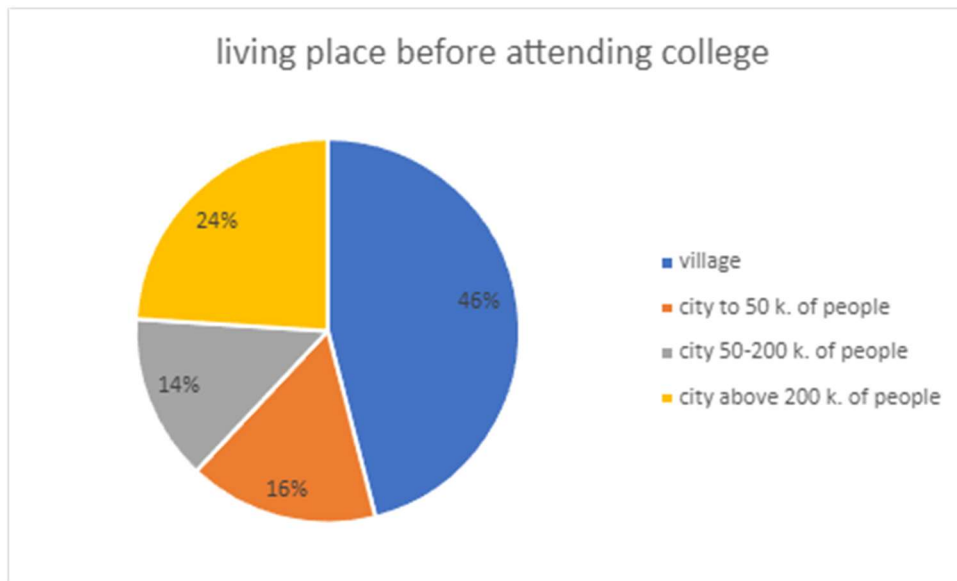
3. History and progression at Casimir Pulaski University

Radom University went through a long journey before becoming the institution it is today. This journey can be described as a gradual development from a small engineering school into a fully fledged university. Its beginnings date back to 1949, when the Radom branch of SIMP submitted a proposal to the Ministry of Education to establish the Evening Engineering School in Radom. On January 13, 1950, the SIMP branch obtained approval, and the institution began operating in the 1950/1951 academic year as the single-faculty Evening Engineering School of NOT. At the very beginning, the school had only one faculty, the Faculty of Mechanical Engineering, and its first rector was Eugeniusz Wasilewski. Already in its first year of activity, the institution did not remain stagnant but began to develop, creating branches in places such as Skarżysko-Kamienna, Pionki, and Kielce. The next stage in the development of Radom University took place in 1965, when the Kielce-Radom Evening Engineering School was established. Two years later, in 1967, it was transformed into the Kielce-Radom Higher School of Engineering, and studies began to be offered in full-time, extramural, and evening modes. During this period, the educational offer also expanded: a new field of study, Transport, was introduced, followed by the establishment of the Faculty of Transport and the Faculty of Economics. In 1974, the Kielce-Radom Higher School of Engineering was transformed into the Świętokrzyska University of Technology, which was an important step in the further development of the Radom academic center. Another breakthrough came in 1978, when the independent Higher School of Engineering in Radom was established. A year later, the institution was named after Kazimierz Pułaski. In the 1980s, an important event was the occupation strike of 1981, described on the university's website as the longest in Poland and significant for the struggle for the autonomy of the academic community. Although martial law led to repression against several employees, it did not stop the further development of the institution. In the 1990s, new fields of study were introduced, the Faculty of Education was established, and successive faculties obtained the right to confer doctoral degrees. According to the website, during this period the number of students grew to more than 10,000. Another

¹⁰ Nill, A., & Schibrowsky, J. A. (2007). Research on Marketing Ethics: A Systematic Review of the Literature. *Journal of Macromarketing*, 27(3), 256-273.

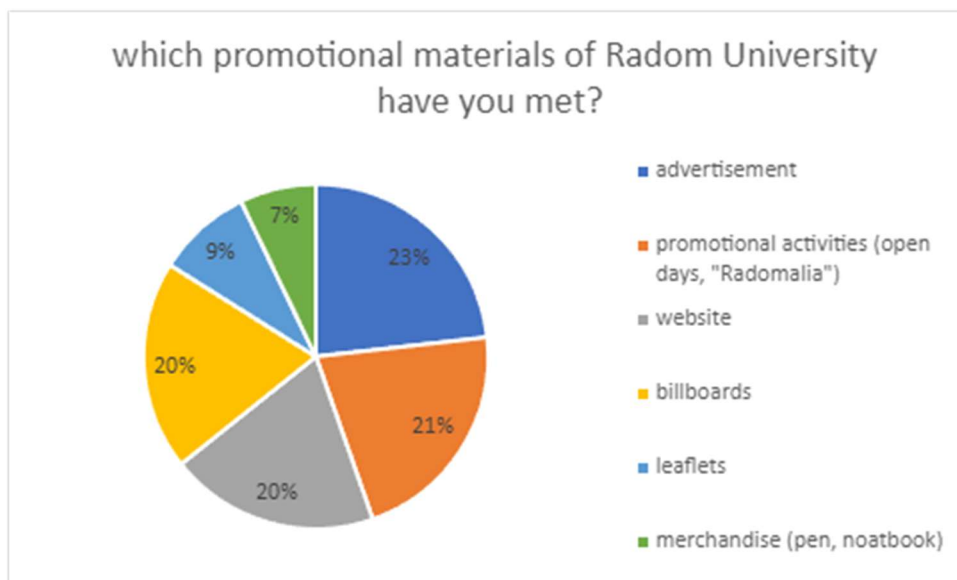
major step took place in 1996, when, by an act of parliament, the institution's name was changed to Kazimierz Pułaski Radom University of Technology. This period was marked by the dynamic development of academic staff, investments, and infrastructure. The teaching base was expanded, a modern lecture hall was built, faculties and dormitories were renovated, international cooperation was developed, and in 2007 a new computerized library was opened. In the following years, the University of the Third Age was also established, and the humanistic part of the institution was strengthened through the creation of new institutes and faculties. A very important moment in the university's history was the year 2012. According to the description on the website, under the Act of July 27, 2012, which came into force on September 11, 2012, the Radom University of Technology was transformed into the Kazimierz Pułaski University of Technology and Humanities in Radom. The website presents this as the culmination of many years of work and the implementation of the university's development strategy. In the following years, the institution improved its financial situation, opened the Technology Hall, developed cooperation with Airbus Helicopters, launched a law degree program, and in 2017 obtained permission to open a medical program, which significantly increased its prestige. At the end of its historical overview, the website states that in May 2020 Professor Sławomir Bukowski became the rector of the University of Technology and Humanities. At the same time, it refers readers to the university's achievements from 2020 to 2024. Finally, the website and its footer now identify the institution as Kazimierz Pułaski Radom University, showing that its current identity is the result of a multi-stage development from the Evening Engineering School to Radom University.

4. Analysis of survey of marketing efficiency at Casimir Pulaski University in Radom



Source: own source

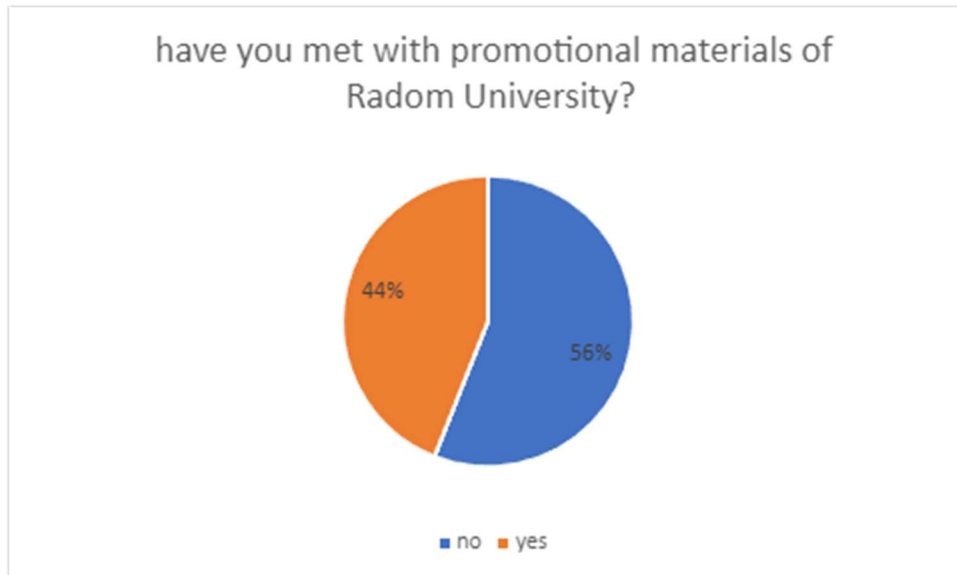
The diagram shows where people lived before attending college. Almost half of the students answered that lived in village before attending college. The second largest group comes from cities with over than 200 000 residents. 16% of respondents came from cities with a population of up to 50 000. The smallest group, representing 14% of students, originated from cities with a population between 50 000 and 200 000.



Source: own source

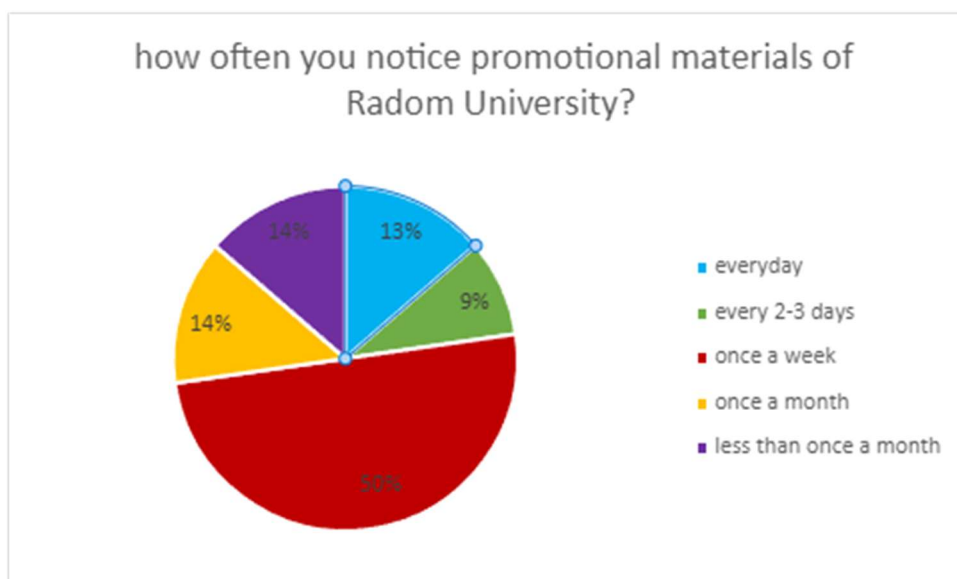
The chart shows which promotional materials of Radom University respondents have encountered. The most frequently mentioned form of promotion was advertisement, with 23%. Slightly lower results were recorded for promotional activities such as open days and “Radomalia” (21%), as well as the university website and billboards, both at 20%. The least

frequently encountered forms of promotion were leaflets (9%) and merchandise, such as pens or notebooks (7%). Overall, the chart suggests that students most often come across advertisement, promotional events, the website, and billboards, while leaflets and merchandise are less noticeable.



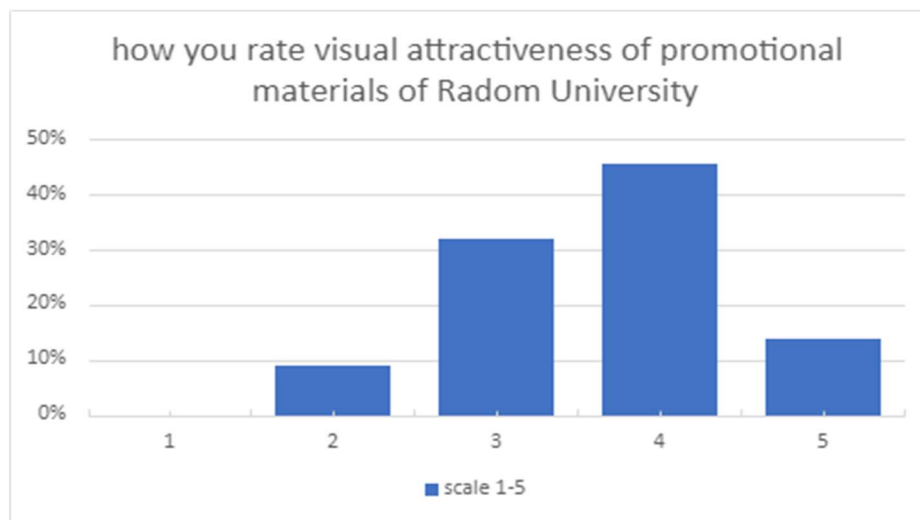
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The pie chart shows whether the respondents had come across promotional materials of Radom University. Most respondents answered no (56%), while 44% of those surveyed declared that they had had contact with the university's promotional materials. The results show that Radom University's promotional materials do not yet reach all recipients, although they have already been noticed by a significant proportion of respondents.



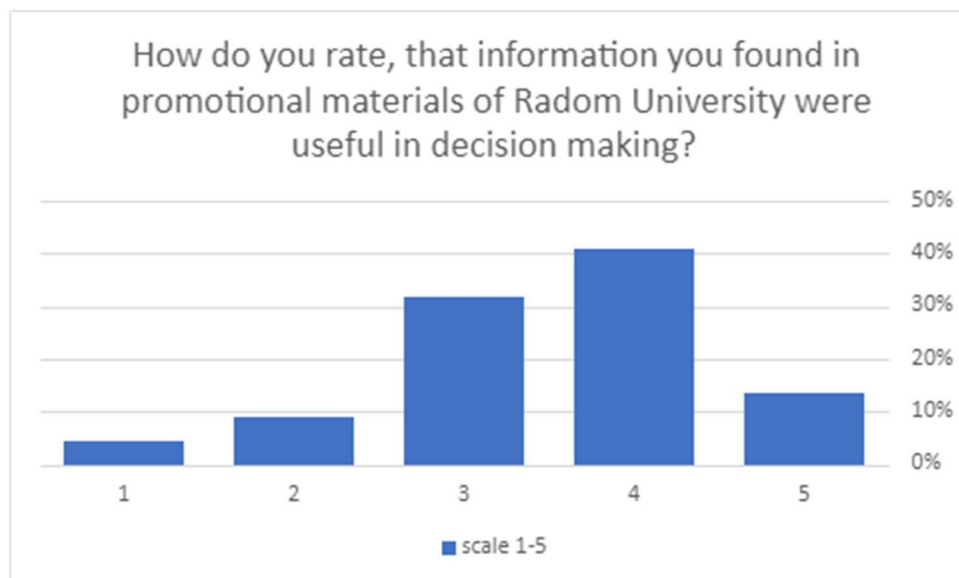
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The chart shows how often people notice promotional materials of Radom University. Most respondents notice them once a week (50%). A smaller group notice them once a month (14%) or less than once a month (14%). The remaining respondents notice them every day (13%) or every 2-3 days (9%). Overall, the results suggest that Radom University's promotional materials are visible quite regularly, but they do not appear too often.



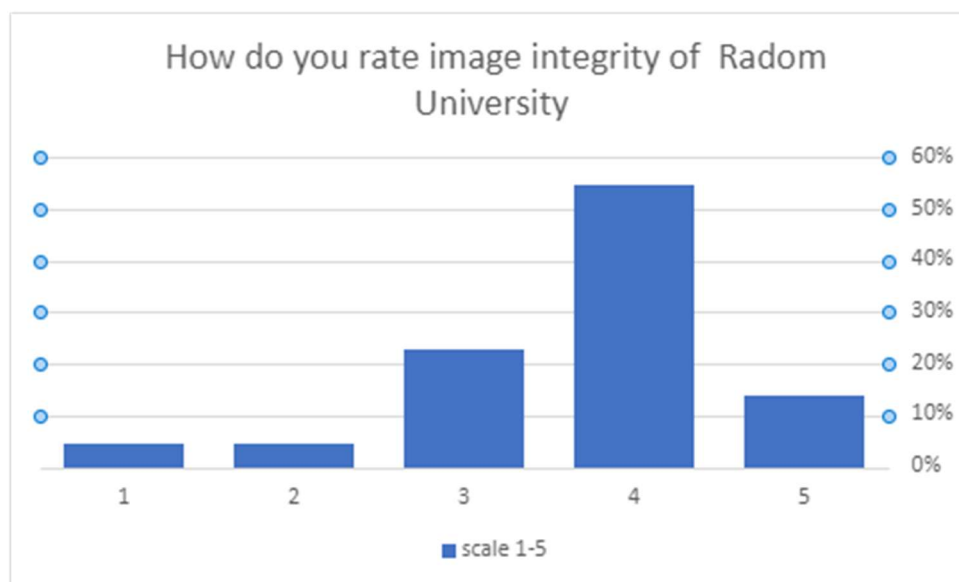
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The bar chart presents the assessment of the visual attractiveness of Radom University's promotional materials. Most respondents rated them 4 on scale 1 to 5 (45%). The next most frequently chosen rating was 3 (32%), followed by 5 (14%). Only 9% respondents gave a rating of 2, while none of the respondents chose rating 1. The results show that Radom University's promotional materials are generally rated quite positively.



Source: own source

The bar chart presents the assessment of the usefulness of the information contained in Radom University's promotional materials in decision-making. Most respondents rated the usefulness a 4 (41%). The next most frequently chosen rating was 3 (32%), followed by 5 (14%). Fewer respondents gave ratings of 2 (9%) and 1 (4%). The results show that the information contained in Radom University's promotional materials was generally rated as rather useful.



Source: own source

The bar chart presents the assessment of Radom University's image on a scale from 1 to 5. Most respondents rated the University's image as 4 (55%). The next most frequently chosen rating was 3 (23%), followed by 5 (14%). Only 4% of respondents gave a rating of 2, and another 4% gave a rating of 1. The results show that Radom University's image is evaluated mainly positively.

Conclusions

Based on the conducted analysis, it can be concluded that marketing plays an important role in the functioning of Radom University and has significant impact on building its image. The survey results show that the university reaches recipients from different backgrounds, especially from rural areas and larger cities.

Survey participants most often encountered advertisements, promotional events, the website, and billboards. This means that these are the most visible forms of the university's promotion, in contrast, leaflets and promotional gadgets turned out to be the least noticeable.

The study also showed that Radom University's promotional materials are noticed regularly, most often once a week. At the same time, they are not perceived as too frequent or intrusive. Their visual attractiveness, informational usefulness, and impact on the university's image were rated rather positively, as most respondents gave ratings of 3 and 4 on a five-point scale.

In conclusion, the promotional activities of Radom University can be assessed as effective, although there is still room to increase their reach. The university should continue developing the most effective promotional channels and improve those forms that are less noticeable to recipients.

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