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Branding building for Vietnam higher education industry reality and solutions

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Abstract
Vietnam is one of the typical countries in the world with a focus on learning. With more than 224 universities, the competition among the schools is very intense to recruit high school scholars into the school. Since then, branding at school is very important. The study shows that the current state of branding of higher education in Vietnam through some famous universities, the need to build a brand, advantages in branding as well as area. pole, thereby also have some unavoidable backlog and some effective remedies.

Keywords: Higher education, university branding, branding, Vietnam

1. Introduction

Any industry or any field that wants to be well known they need a right branding and PR strategy. Especially in the era of IT boom and globalization today, branding and communication are becoming more important than ever. It is considered a vital issue that determines the survival of any business. Education is a specific area and brand advertising needs its own strategy. The PR method, the media cannot be as obvious as other media, requires trainers to plan and promote the brand effectively and appropriately, without being considered a brand of commercialized education.

Currently, many schools have done a good job promoting brand and image building, so the enrollment every year is very convenient. The school does not have to worry about the lack of targets, nor the "expectation" candidates or worry about training for holes as they have actually been happening in some schools in Vietnam today. However, besides the schools that understand and do this work well, there are many schools that do not know how to communicate and how to advertise for effective enrollment. That is why they have to search for students every time the entrance exam or graduation exam comes.

The competition is increasingly fierce in all fields, including education, which requires the head of the enterprise to have the best strategic vision and brand promotion. Education sector is not out of the general trend and requires trainers to have a new direction in the admission and notification of enrollment.

2. Theoretical Framework
2.1. Brand and its role in higher education
2.1.1. Brand

As defined by the American Marketing Association: "A brand is a name, a word, a sign, a symbol, a drawing or a combination of the above factors to identify a product or a service to distinguish those products (services) from competitors". However, this is just one of the concepts of a certain aspect of the brand. Take Aaker's brand definition, for example, emphasizing the brand element that is remembered by consumers, when he said, brand is the sum of everything related to a good product or a good service offered to consumers [1]. So there are many brand concepts, but this is what it means: a brand is a name about a product, service, a business, a place, or an individual or organization that people know when it comes to it.

2.1.2. The role of a brand in higher education
First of all, it must be affirmed: Higher education is a commercial service, each school is a

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Company and the customer is a student. In general education, the curriculum based on a given model of knowledge and subjects does not differ much between education levels, the curriculum is more flexible and there is a clear differentiation between schools in the same industry for training quality. The brand has a great role for universities shown in the following things [2, 14, 15]:

Firstly, the university's brand creates an attraction for students, helping the school attract enrollment. Most universities face a lot of pressure, including enrollment problems. Competitive pressure comes from two sides: The first side is public universities. These schools have built a certain reputation in society, and are well known. The second side is that non-public universities, although their development thickness is not equal to that of public universities, but these universities have modern facilities, strong financial resources, organize and manage institutions. Marketing activities are quite good, thus attracting the attention of the public. High school students face many choices when applying to enroll in universities across the country. The school needs to have appropriate strategies in brand development to create a competitive advantage compared to other schools, thereby attracting enrollment. Usually high school students will choose universities that are known, reputable and have a certain position in society.

Secondly, the university's brand name increases the career opportunities for students. Graduates from a prestigious university will be more appreciated by employers. Graduates of the school can be considered as an effective communication channel, because socio-economic organizations recognize that the staff provided by the school has professional qualifications and work skills that add value brand of the school. In fact, some businesses also require qualifications of personnel. Universities with low entry scores are still subject to social prejudices, because many give students of unqualified entrance students, the output of which is difficult to meet the requirements of employers. Socially recognized brand is an important factor to help the school develop sustainably. It can be said that the brand is the motivation for universities to improve the quality of training, to enhance the image and position of the university in the minds of customers.

Thirdly, the university's brand helps maintain and expand relationships with domestic and foreign educational institutions, businesses and other socio-economic organizations. The school can gain many benefits from associating and cooperating with prestigious educational institutions at home and abroad. This is a good opportunity for lecturers and students to exchange and learn new knowledge, improve professional skills and work skills. Collaborate with foreign partners to help the school have new initiatives in improving the curriculum, improving the quality of teaching, and updating the latest trends in education and training. Through the contribution of stakeholders, the university will develop an open-oriented training program that is suitable to practical needs, helping learners apply the knowledge they have learned in practical work, meeting meet the needs of the labor market. Enhancing exchanges and cooperation with prestigious organizations at home and abroad to help the school attract the attention of the public and improve reputation in society and contribute to the development of the school's brand.

2.2. The process of branding of Vietnamese higher education

The educational business model can be viewed as a harmonious combination between non-profit and profit organizations. Despite acknowledging the provision of educational services from a business perspective, but educators must harmonize educational institution culture with business philosophies. Therefore, the university's branding process includes 5 main tasks: Building a vision, a brand mission; Brand Positioning; System design brand identity; Choose brand model; Creating brand value [2, 16].

2.2.1. Building vision, brand mission
The university's brand vision can be understood as the future orientation, the brand aspirations that the university wishes to achieve. The vision must show the maturity of the school, about the values that the school builds and honors, about what the school can contribute to society and the country. The university's brand vision is a long-term goal and gives every member of the school a belief in what the school will achieve in the future [2, 16]. The university defines a right mission statement that contributes to the school's branding success. The brand mission helps the school orient its actions correctly, while creating an appeal to students, students, faculty, businesses, research units, etc [2, 17].

2.2.2. Brand positioning
As defined by P. Kotler, brand positioning is a set of activities that aim to give the product and product brand a definite position (compared to competitors) in the mind of customer. According to Marc Filser, brand positioning is an effort to give the product a unique image, easy to go into customer awareness. Or more specifically, is what businesses want customers to think of when facing their brand. In short, just as people need a position in society in order to be respected and assert themselves, the brand of higher education also needs to be positioned to affirm the position of the brand of higher education as well as affirming the influence of the university with the brand [4].

2.2.3. System design brand identity
A brand's identity system is all the types and ways that a brand can reach customers such as company logos, slogans, business cards, envelopes, bags, packaging, labels; billboards and banners; advertisements on media. Brand identity system helps universities make a difference from competitors, helping customers identify some basic characteristics of the school. More simply, the brand identity system is what consumers see and hear about that brand in their daily lives. And also an effective tool to promote the brand, it is an asset that needs to be cared for, managed and invested in a long and profound way [5].

2.2.4. Choosing brand model
Selecting a brand model for the university must be suitable with the training scale, operational orientation, vision and mission of the university. The school can choose to develop according to one of the following three brand models: Family brand model, Individual brand model, Multi-brand model [2, 24].

2.2.5. Creating brand value
The quality of education is the core factor that makes the

brand of higher education. Building and developing brands of universities are oriented towards the main goal of improving the quality of education, meeting the needs of learners and social needs, thereby helping potential learners. Therefore, creating the value of higher education brand is developing a better quality of education. There are many factors that make up the quality of education, including basic factors such as: Educational and training products, Distribution of training forms, Price of training services, Training process creation, People, Material evidence, Advertising - communication [2, 25].

2.3. Improve the quality of training and the assurance factors for the brand development of higher education.

Improving the quality of training is the destination of higher education, many schools have implemented many ways but still have not implemented and the results could not be as expected. To solve the quality problem in higher education today is not simple. It touches both the system and the training process from A to Z. So, what must universities do to impact the perception of customers and orient brand values in the direction they wish to achieve this awareness [5].

Firstly, education and training services are the most important factor, the main product a brand needs to provide learners. Without good and appropriate service, every other attempt of the school to form a brand becomes meaningless. This service includes core and value-added services. Core services include the basic sciences and applications or applications offered by the school. Usually this is the component that learners will first consider when choosing between brands. The value-added service includes joint venture training activities in the country and abroad with students from inside, outside the school and businesses, scientific research, projects, research programs, services to support the spiritual and material life of students.

Second, quality, universities must create a level of service quality and useful research activities recognized by students, social communities and businesses. This is always a factor of comparison when choosing university brands and is reflected in many aspects. For students and formal courses within the school, the quality of teaching is most important. It is also possible to include programs to improve soft skills. Quality is also reflected in student-centered teaching methods and towards creative, dynamic and independent thinking. Investing in learning materials and libraries, good laboratories, and computer systems is also material evidence for quality.

Third, price is an indicator of brand value, there is no single formula for determining a "right" service price or price. A reasonable price is the rate at which customers are willing to pay for the values and benefits they are committed to and enjoy. A better service system coupled with a stronger school brand value often requires higher fees and fees. In order to increase the value and facilitate the use of the service brand, the school needs regulations on scholarships, low-interest loans for students to maintain learning.

Fourth, innovation, in order for a brand to be valuable, higher education institutions need to create new ideas, problem-solving methods, improve services, processes and quickly like them in response to changes in the new environment. The need for innovation and creativity is not only to improve teaching and learning, but also to innovate in the management, administration, and commercialization of research, connecting with industries, research organizations and other educational providers. Good teachers need to be in any part of the world. The success of an educational brand needs to be well maintained through the attributes of innovation, which should be considered as a school's cultural philosophy and reflected in the brand logos.

Fifth, Parameswaran and Glowacka in their study of university images found that higher education institutions need to maintain or develop a separate image to create a competitive advantage. in an increasingly competitive market. This image will impact students' willingness to enroll, sponsors when they consider a donation, to companies when they choose partners to conduct research and deliver contract development. Therefore, the school needs to accurately represent the image that they want to create in the community through the brand identity as well as brand elements. Certainly, that image always brings advantages and support to the school.

Sixth, the level of external exposure shows the prestige, reputation as well as professionalism and the great influence of the school on the community often expressed in the relationship of the school with domestic and foreign business and educational organizations. It includes training cooperation contracts, training and technology transfer agreements, student and teacher exchange activities, talks and visits by foreign universities, etc.

3. Research Methodology

To understand branding issues in management and construction in higher education, our team uses some of the following methods: methods of reading documents, methods of analysis and theoretical synthesis. These three methods, we work on them continuously and complement each other, so they are closely related. Analysis is the study of different documents and theories by analyzing them into parts to gain insight into the object. Summary is a link in each side, each information part has been analyzed to create a complete and profound new theoretical system about the object.

To be able to conduct an analysis requires the collection of a sufficient amount of necessary information in a timely manner in accordance with the purpose of the content and scope of the analytical object. The information used in branding and brand management is the necessary data and data to provide a basis for the current state of higher education. The lack of comprehensive research and analysis of information data will lead to the fact that escape decisions do not suit the objective requirements, which will lead to high risk of brand building and management.

The materials that we studied are the journal article related to the Vietnamese higher education sector. These documents have been censored by the group and learned about the origin of the documents in the most accurate way and confirm that all information that the group put into the essay is true. Internal information about higher education and its brand is very rich and diverse, before conducting the analysis, it is necessary to review information and data collected to ensure internal accuracy. The economic situation, the time of the arising place, the method of recording and calculation to avoid errors because the errors in the data used in the analysis will affect the analysis results.

4. Research Results and Discussion

4.1. Training characteristics of the higher education system in Vietnam

In the North before 1975 and in the country after 1975, Vietnamese higher education followed the subsidy model (the system applying the training method according to the age) [6]. Classes are arranged according to the enrollment course, the curriculum is designed for all students in the same course. At the end of each school year, students who achieve the required academic results are promoted to the next grade and vice versa, they will remain in the same class with the next class student, which means they must repeat one more academic year. Depending on the important level of the subject, the assessment of academic results is usually in two ways: whether the test has a score, and the test only determines whether or not it is passed or not. No average GPA, only transcripts of the exam are included in the transcript.

In 1988, the module learning system was born and applied to this day and existed in parallel with the method of credit system training focused from 2005-2006. It is essentially a gradual accumulation of knowledge that is mudule into modules and is divided into: modules required to study, modules selected by the school and optional modules to make flexible training programs. There are also provisions for further study major training, secondary training or additional second degree. Each module is assessed by a score (on a ten-point scale) that is the combined result of the departmental assessments and the final exam. There is a minimum requirement to achieve (usually a score of 5) to be considered as a cumulative module. The overall academic performance of the semester, school year or course is assessed by the overall grade point average, which is the average of the modules that have been accumulated with the weight being the number of units in each module.

Today the application of credit is a good solution that can achieve the goals of modern education. With this application, we can move from a traditional, heavy-age training system to transfer knowledge that considers teaching and learning as a center for credit learning, putting learners at the center of the training process, at the same time create dynamism for learners. The credit-based training method is an advanced training method in the education of many countries around the world. Vietnam is only at the threshold of studying credit to distinguish it from previous training methods such as year-based learning, module-based learning. Credit-based training improves the quality of training, changes from training to self-training, promoting learners' competencies, increasing self-study and self-study hours, so teachers only transfer the following main knowledge That assesses student test results. This is also a category to evaluate the brand of a good university education.

4.2. A glance at universities in Vietnam

As we all know, for universities in Vietnam today, one of the main tasks is education - training and equipping students with knowledge so that after graduation, students can work and Good service to society. Most universities in our country have a strong goal of serving education and training because there are many opinions that education in an academic environment should not be imbued with business mark because its supreme principle is serving the development of knowledge and fostering personality for students. However, if we look and analyze the problem carefully, we think that the above thinking is correct but not enough because an entity that wants to survive in such a volatile and competitive environment must know how to advocate for its development [7].

In recent years, many universities in Vietnam have made appropriate adjustments to grasp the needs of the market by opening many training programs and industries to meet the needs of society. These are positive signs, showing that universities are sensitive and adapt to new conditions of market economy. Some domestic universities started to enhance their images by improving the quality of training, recruiting excellent lecturers, associating and cooperating with international institutes. However, prestige and quality of Vietnamese universities, if compared with the universities of advanced countries in the world, is still in the early stages of development and little known by the world [8].

Indeed, for large and multidisciplinary universities in the world today, the name and reputation of the school is a dream for so many parents with children to attend. Many famous universities such as Harvard (USA), Tokyo (Japan), Cambridge (UK), Leiden (Netherlands), etc. [9] are the schools that have created their own brand and reputation through investing, attracting excellent students and children of wealthy families from around the world with very high tuition fees. Attracting good students, branding and names for universities thus become increasingly hot and urgent than ever [10].

4.3. Analyze the status of branding of higher education in Vietnam Overview of branding process of higher education in Vietnam

Among the 10 key universities of the country today such as Hanoi National University, Ho Chi Minh National University, Hue University, Can Tho University branding seems to be carried out only. Currently through the brochures and websites with little updated information. The promotion of names, curriculum vitae, scientific works of professors and lecturers abroad has not been available. In the current information age, the search for scientific works of any scientist in the world is easily done. Once prestigious scientific journals and professors in Vietnam have not been known to the world, it is impossible to talk about university branding. Therefore, the branding management strategy in Vietnamese universities will not be able to form and thrive unless the State, the Ministry of Education and Training and universities are not determined to implement it. Dynamic, innovative, proactive international cooperation programs with prestigious universities and research institutes around the world combined with training what society, markets, and learners need not what the school has. That is also the basis for branding of Universities in Vietnam [11].

In Vietnam, all universities have names but to create outstanding reputation is limited. Strictly speaking, the world's university brands are high-value brands, while the brands of most universities in Vietnam, although they have certain values, have not yet created. Good influence on learners' awareness. Most of the schools have not started branding or doing it in a bad way, without proper planning and investment. Not focusing on branding is an inevitable consequence of the subsidy perspective plus the lack of competition due to demand far exceeding supply, both of which have existed for too long in higher education in Vietnam [12].

4.4. Branding orientation of Vietnamese universities

University brand management includes the following contents: Building the mission, vision and goals of the university; establish and build the university's core values; perform social responsibilities of the school; build creative environment in the university; perform quality accreditation [13].

Facing the trend of globalization in higher education with the emergence of more and more foreign-owned private universities, branches of foreign universities in Vietnam in the style of RMIT, and In the near future, established foreign universities in Vietnam, it can be seen that in the coming time, the competition of brands in the field of higher education will be fierce, not only among domestic universities. But also between Vietnamese schools and foreign schools including regional countries such as Thailand, Malaysia, Philippines and Singapore. And in that competition, the school with the strong brand in the hearts of customers will be the winner [14].

For universities, it is necessary to pay attention to the principles required to improve the quality of training, scientific research and technology transfer, to have high autonomy to operate the school's activities according to the market mechanism, towards the attention of the market and employers.

The number of universities has tripled in the last 15 years. In 2000, there were only 153 universities and colleges nationwide. Currently, that number has reached 481 public and non-public schools, not including professional high schools and foreign-invested universities and colleges. With more than half a million candidates enrolled in nearly 500 universities and colleges nationwide in 2015, the competitive pressure among domestic universities is both in terms of quality and number of incoming students.

The competitive pressure of domestic universities also comes from foreign universities. Firstly, there is a group of foreign universities investing in opening a direct training institution or joint training in Vietnam such as RMIT or La Trobe University. According to June 2015 statistics from the Ministry of Education and Training, there were 273 joint training programs with foreign elements being licensed. It is difficult to determine the scope of market and competition of Vietnamese higher education when the trend of studying abroad is increasing. In addition, the process of financial autonomy of universities is under the roadmap of the Ministry of Education and Training, which is led by four universities: Hanoi University, Foreign Trade University, National Economics University, and Economics University. Ho Chi Minh City promises to be a brand value test [15]. To increase brand value, schools need to develop effective branding strategies and development, such as focusing on the design, formation and increase of brand equity elements in the minds of students. tablets over time. As a result, the brand will have more competitive power and attract more customers than other universities.

5. Conclusion and Recommendation
5.1. Conclusion

The branding work of the universities has achieved certain success. Most schools have identified the vision and mission in accordance with the potential of the school and the development trend of society. Schools increasingly focus on facilities to create the best learning conditions for students. In addition, the school also has many extracurricular activities, skill clubs that create the foundation for students while sitting on the school grounds, building a reasonable training program, focusing on practice, apply knowledge into practice; building a beautiful image of the school: how students graduate from the job, job position; organizing many volunteer activities to help poor children, green summer. In recent years, a number of prestigious universities in Vietnam have built a team of talented and young lecturers, experienced and dedicated to the profession. To achieve this, the training institutions always pay attention to ensuring the quality of recruiting, retraining and field trips at other big universities in developed countries such as the US and Japan. Japan, Korea to learn from their experience and expertise.

Besides these advantages, higher education still has some major difficulties. Schools have not exploited the power of technology 4.0. Building a good image of the school and its activities, it is necessary to spread good information online based on the school's activities. Some schools do not have alumni associations, members of the association have studied at the school and have the ability to promote their school to everyone. Some universities have not fully exploited the role of the alumni association. And it is difficult to compete with foreign universities in Vietnam.

5.2. Recommendation
5.2.1. Building a specialized communication system

Developing oline media: building wedside for university in the direction that was set out beforehand. You must first identify your strategic goals of communication, build a media message and eventually build wedside and other online media. For the construction of website, it is necessary to ensure the following factors: clear language structure for students to understand, student-friendly interface, ensuring quick update of the university's new information for Students easily catch up on time. The most important thing when building a website is to have its own brand mark (particularly a university brand). It must definitely be different and impress users (students). This requires every university to seriously invest in research and development because it plays the most decisive role as the foundation for strong development in the future. At the same time, schools must always keep track of the number of students visiting the website, the time accessing the website and the interaction rate on the website. Since then the school will take appropriate measures to increase the interaction rate, attract attention to attract new students and improve the brand reputation for the school. Besides, there are a number of other online media such as: building through social networking sites that can be listed as facebook, zalo, intagram. Some sites advertise online through SMS. It can be said that successfully building oline advertising pages is the key and partly affirming the brand for the university.

5.2.2. Applying technology 4.0 to enhance brand reputation

Using artificial intelligence (AI) to manage students and publicize this in the media, use it as a springboard to promote brands that attract students. The fourth industrial revolution creates a huge challenge for the education sector. Applying the achievements of Industry 4.0, at that time, many industrial sectors will be automated to replace people. So if workers do not improve their capacity, the skills to adapt quickly to the change of production are easily

eliminated from the labor market. Vietnam is rapidly testing and implementing the 4.0 Smart University model in pilot projects. Specifically, building smart tools, including university management and student care tools based on smart cards, artificial intelligence software and international links. Today, using artificial intelligence (AI) to manage students and publicize this work in the media. Use that as a springboard to promote brands that attract students.

5.2.3. Promote the brand on traditional media
TV advertising: Universities must invest carefully in the quality of contents and images, collaborate with prestigious news sites to write brand PR articles for the school, develop familiar forms of newspaper advertising like word-of-mouth or word of mouth.

5.2.4. Building a good image
Through volunteer activities, meaningful programs such as green summer, red phoenix flowers. Encourage the students of the school to participate (to earn points for training), support and create good conditions for students to participate in thereby building and spreading a good image of the school. On the one hand, announcing this scholarship on the one hand can call for help from the other sponsors who can show a positive face and devotion to the students to gain a good view and Brand enhancement is a humanities university.

Establishing student groups in the university, for students in the faculties to exchange, open gifted competitions to encourage creativity for students (arts competitions, startups). Record videos or take photos of students working together to study, live in these groups and post continuously on wed side or the school's social networks to promote a friendly school close to everyone people.

Besides, it must focus on building alumni associations. These are the most obvious witnesses to the quality of the education. They are also the best brand advocates for the school. Regularly keep in touch with alumni, there are seminars for excellent alumni to share experiences with junior students.

5.2.5. Promote the school's brand through students' parents
This is also a potential brand promotion object for the school. Through academic advising, the school's student affairs office can often contact parents of students with poor academic results from which families and schools work together to help students learn more; contact parents of students with excellent academic achievements to congratulate and contact families of disadvantaged students for timely assistance. Building successful relationships with the students' families at the school is a powerful lever to develop the school's brand. It is the parents who will spread the information about a good, humane school to everyone first where they live, and gradually spread to everywhere.

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