



Study on the brand construction path of private universities

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Abstract: At present, scholars pay more and more attention to the brand construction of colleges and universities. Private colleges and universities are in a weak position compared with public colleges and universities for a long time due to the influence of school-running history, funds, talent resources and other factors. Therefore, it is imperative for private colleges and universities to strengthen connotation construction and take the road of brand construction. The brand construction of privately-run colleges should start from the party construction, school culture construction, brand specialty construction, management system construction, media publicity construction and so on.

Keywords: Private colleges and universities; Brand building; The path

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In recent years, domestic scholars' research on university brand building has been heating up year by year. According to the statistics of CNKI (as of December 2020), a total of 712 articles have been retrieved from related journals on the theme of university brand building. The research mainly focuses on the fields of party building, campus culture, university library, journal and so on. Private colleges and universities, affected by the history of running schools, funds, human resources and other factors, are in a weak position compared with public colleges and universities for a long time. If private colleges and universities want to survive and develop for a long time, it is imperative to strengthen the connotation construction and take the road of brand construction. Professor David Cook, the world-renowned authority on brand strategy, pointed out in *Creating a Strong Brand* that "brand is the main source of competitive advantage and valuable strategic wealth." This paper holds that the brand construction of private colleges and universities should start from the construction of party construction, school culture construction, brand specialty construction, management system construction, media publicity construction and so on.

1. Party construction is the primary task of brand construction of private colleges and universities.

Private colleges should be about "cultivating what person, how to cultivate people, for who cultivate people", strengthen party leadership in private colleges, insisted that khalid ents, strengthening the construction of the organization of faculty and students party organizations at the grass-roots level, the basic-level party organization should play the role of thought leads and talent condenses, continue to promote the construction project of "love", "a program under which officials service" and "blood" group activities such as love, community activities such as youth volunteer community service activities.

2. University culture is the foundation and soul of the existence and development of a university.

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Constructing contemporary school and college cultural brand activities in line with the development requirements of the new era is the need of strengthening the core competitiveness and sustainable development of private colleges and universities. (1) College students are active participants in the cultural construction of colleges and universities. According to the survey, college students are generally interested in the cultural activities of colleges and universities. However, the vast majority of students think that the content and form of the cultural activities of colleges and universities are general, with insufficient innovation and little interest. Private colleges should not only guide and manage students carry out a series of recreational activity, also should be based on the construction of the second classroom activity, promote the construction of study style and school spirit, actively participate in the province, domestic and international various kinds of science and technology competition activities, such as college students “challenge cup” competition, mathematical modeling contest, etc., create characteristic “college students science festival”, “college professional skills contest” and other influential brand series of campus cultural activities; (2) Young and middle-aged teachers are the source of vitality for the innovation and development of private colleges and universities, and an important part of brand builders. Teacher development is one of the issues that young and middle-aged teachers are most concerned about. The construction of “Teacher Development Center” is based on the institutional construction, and the construction of a warm “home” that integrates learning, communication and training. To enhance the private colleges and universities, we should strive to enhance the sense of acquisition and belonging of young teachers to the colleges and universities. (3) As a comprehensive carrier, display platform and communication channel of university brands, university history and culture play an irreplaceable role. It is necessary to strengthen organization and leadership, build a cultural education system, consolidate brand positioning, and expand international influence (Zhang Yi et al., 2018).

3. Brand specialty construction is the inevitable choice for the survival and development of private colleges and universities.

The professional brand of colleges and universities is the inner vitality for colleges and universities to win social recognition and students’ support. The management of private colleges and universities should transform from external policy orientation to endogenous mechanism, strengthen the awareness of professional brand, strengthen the reform of professional independent setting and certification system, and promote the system of famous teachers and famous subjects. On the one hand, the construction of brand majors in private colleges and universities must rely on superior disciplines, strengthen the coordination of discipline construction and specialty construction, and promote the transformation of superior discipline resources into talent training programs, curriculum systems, teaching teams, and practical teaching platforms (Huang Lan et al., 2017). On the other hand, we should lay a solid foundation for the construction of first-class courses and high-quality courses, make use of advanced information technology and resources, strengthen teaching research and curriculum reform, organize teachers’ teaching activities and competitions, and build famous courses with characteristic teachers in private colleges and universities.

4. The construction of management system is the fundamental guarantee for the brand construction of private colleges and universities.

Because of the short history of establishment, the brand construction of private colleges and universities is in urgent need of establishing a set of scientific management system in line with the actual development of the school, but also need to have a group of strong executive force, familiar with the management rules of colleges and universities in business, high-quality and stable management team. Both must complete the top design, the system will handle a macroscopic, directional documents and specific measures, the relationship between the medium and long-term development plan, the articles of association of the university and other top system file to have long-term sex, and at the same time the specific measures has certain operability, flexibility, active play to lead a macroscopic system, reflected in the specific management services, to create inclusive system of private universities campus culture brand.

5. The university media propaganda is the key.

The brand formation of privately-run colleges and universities is inseparable from the dissemination of school media, and it is also an important window for students and all walks of life to understand privately-run colleges and universities. Private colleges and universities should adopt a variety of publicity platforms and channels, such as off-campus websites, WeChat, school APP, Douyin and other modern media forms to carry out comprehensive and extensive publicity. The achievements of teaching and scientific research in private colleges and universities are relatively small, so more attention should be paid to the publicity of existing achievements, especially the important and influential research achievements, and the publicity of teaching construction projects should be strengthened. Actively carry out exchanges and cooperation between colleges and universities at home and abroad, carry out short-term visits by teachers and students abroad, academic exchanges, student exchange, credit mutual recognition, degree interconnection and mutual award and other measures, introduce domestic and overseas high-quality curriculum resources, establish a curriculum system that connects with the international, increase the domestic and international influence of private colleges and universities; Expand cooperation channels with local governments or education authorities, actively host local or national teaching or academic exchanges, discipline competitions, undertake provincial and municipal scientific research projects, and improve the discipline influence and social influence of our school.

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