

THESIS TITLE	STRATEGY FOR UPGRADING THE IMAGE OF SRIPATUM UNIVERSITY
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ABSTRACT

Thesis study Strategy for Upgrading the Image of Sripatum University.
1. To study the relationship between demographic factors and image of Sripatum University. 2. To study Strategy for Upgrading the Image of Sripatum University

This study was a survey research. The sample group consisted of 400 Persons, graduate and undergraduate students from Sripatum University, Bangkok, for the academic year of 2560. The questionnaire. The statistics used for data analysis were frequency, percentage, mean, standard deviation, Pearson Chi-square, Crosstab and Correlation.

The results show that the relationship of demography. That affects the image of Sripatum University. The level of education, domicile and career for the strategy to upgrading the image of Sripatum University consists of 4 areas. 1. Public awareness of public relations within Sripatum University According to studies, it has been found that The most effective media are Social media Secondly, the introduction of people and news boards within the university. 2. The public relations news outside Sripatum University. The most effective media are University's fan page is the guidance counselor. Large billboard The exhibition booths, brochures and television magazines, respectively. 3. Communication, marketing, mobile application and newsletters. The

implementation of the disease to those involved in the disease. 4. The image. The results showed that. Signs Have a good fit already. Promotion The teaching materials are modern, physical and environmental. Teachers have the knowledge. The laboratory is clean, modern, suitable for teaching. Service Admission is fair, with fees, scholarships and installments available.