

ABSTRACT

The Expert Course is one of the student tutoring that offers the concept of small class learning provided at Telkom University, Bandung city. Expert Course is a tutoring for students who have a price from middle to above by having quality instructors who can compete with other students' tutoring. The problem encountered in the Expert Course is compensation in each odd semester to the even semester, then the low student knowledge of the Expert Course. In addition to the Expert Course, there are also four branches which are available in various universities in Bandung. Because of that, there needs to be an improvement in the types of customer communication in the EXPert Course in order to increase brand awareness of students studying in Bandung.

The purpose of this study is to improve and recommend the marketing communication program on the Expert Course using the Benchmarking method with Analytical Hierarchy Process (AHP) tools. The design of marketing communication that is carried out can provide a positive impact on the Expert Course. The use of the Benchmarking method aims to get the best marketing communication designs from Expert Course competitors. AHP is used to determine the right Benchmark partner for Expert Course by giving weight to each marketing communication mix, as well as ranking at the implementation stage.

In this study, it is recommended that the marketing communication mix that needs to be improved in the Expert Course is Advertising, Sales Promotion, Direct & Data-based Marketing, Online Marketing & Social Media, Mobile Marketing, and Personal Sales.

Keywords: Benchmark Partners, Benchmarking, Analytical Hierarchy Process of marketing communication, Tutoring.