

Building a communication campaign to support enrollment at Thai Nguyen University of Information and Communication Technology.

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Abstract: In the context of fierce competition for talent resources, this topic focuses on building an effective communication campaign to raise awareness about Thai Nguyen University of Technology and Informatics (CTTT&TTHN;) among potential target audiences. The research objectives are to identify specific information needs, analyze the most suitable communication channels, and design communication content. The methodology combines theoretical approaches to communication strategy with empirical methods through surveys and data analysis. Expected results include a significant improvement in awareness of CTTT&TTHN;, an increase in the number of interested candidates, and a higher enrollment rate at the university.

Keywords: Communication and enrollment campaign, Thai Nguyen University of Technology and Informatics