

An Investigation on the Number of Freshmen Students Sent by Seventh-day Adventist Academies to Adventist University of the Philippines: Basis for Promotional Strategies

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Abstract

This study determined the number of students sent by the Seventh-day Adventist academies to Adventist University of the Philippines (AUP). This study employed descriptive internal desk research method in the data collection and analysis. The data were taken from the application forms accomplished by the 1,263 freshmen students who came and studied at AUP from Academic Year 2012-2017. Frequency was used to describe the number of students from different academies. The results of the study revealed the number of students from the different academies in the country from the highest to the lowest number of students sent to AUP. Rank no. 1 in the list is AUP academy with a total of 400 freshmen students, rank no. 2 is Lipa Adventist Academy with a total of 120 freshmen students, rank no. 3 is Central Luzon Adventist Academy with a total of 79 freshmen students, rank no.4 is Northeast Luzon Adventist Academy with a total of 54 freshmen students and rank no. 5 is Pasay City Adventist Academy with a total of 51 freshmen students and the rest of the Seventh-day Adventist academies in the country. The researcher recommends that the marketing department of AUP should do something in order to have many freshmen students from our Seventh-day Adventist academies. After knowing the results of the study, it is time to promote to the academies which have minimal to no students sent to AUP.

Keywords: *Seventh-day Adventist Academies, promotional strategies*