

Abstract

This study seeks to use data analysis, questionnaire and to review some of the experiences from published literature, to analyze the needs of student recruitment among higher education institutions in Macao. The study intends to adopt inside out and outside in approaches to conduct the research. A public institution - Macao Polytechnic Institute, will be selected as a case for the study. To analyze how she has been keeping pace with the job market's dynamism to the process of rapid industrial restructuring and maintaining quality education while balancing the constraints and challenges after the return of Macao to China.

The higher education institutes face the pressures of high in-take rate, competitions among institutes from the local market, its neighbors and the overseas institutes. With only 20 years' development, the Macao higher education institutes face great market challenges and pressure, to adjust the programs, select qualifies students and to promote higher education quality will be their basic foundation. In the last part of the paper, some school marketing strategies are recommended for successful student recruitment and job searching. The strategies call for establishing career counseling and placement centers, changing students' expectations, increasing parental support and both parental and student involvement, developing continuing education programs, fostering close relationships with industry and constantly facilitating teaching and learning in order to achieve the institutional mission.