

Sirakarn Sujira 2007: Opinion towards Operation on Marketing Strategies of Private Kindergarten Administrators in Pathum Thani Province. Master of Education (Early Childhood Education), Major Field: Early Childhood Education, Department of Education. Thesis Advisor: Assistant Professor Pattamavadi Lehmongkol, Ph.D. 135 pages.

The objective of this research was to study opinion towards operation on marketing strategies of private kindergarten administrators in Pathum Thani province. The population were 46 private kindergarten administrators. Data were collected using questionnaire developed by the researcher. Data were analyzed in percentage.

Results revealed that opinions toward operation on marketing strategies of private kindergarten administrators in Pathum Thani province were as follow:

1) Product – the school administrators allowed assistant teachers and caregivers to receive adequate training on early childhood caring, provided quality integrated curriculum and experience to meet all areas of young children development and provided activities in special day for children; 2) Price – the school administrators set up the same rate of tuition fees and other ones as other schools in the same area; 3) Place – the school administrators set up their schools in good environment and atmosphere, kept the classrooms clean and had adequate lighting, provided playground equipment to enhance children development, designed the school environment so that it looked hygienic and natural; 4) Promotion – the school administrators arranged to continue annual school fair to enhance good relationship between the school, community and family.

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