

For several years, Ithaca College students and parents have had varying thoughts on how college tuition money is spent. The authors have conducted a study on how a private college's marketing affects the perception of how a student's tuition is spent. Ithaca College's students in the First year class of 2022, the senior class of 2019 and have determined how Ithaca College's marketing tactics influence the way students think their tuition money is being used. The study analyzes where students money is being allocated, what influences the budget, what students think is right, and how they differ. The results of the project have determined that marketing strategies such as commercials, print magazines, and college tours affect how Ithaca College students from private universities think their money is being allocated towards.