

Marketing Higher Education

Understanding How to Build and Promote
the University Brand

Paul Sergius Koku



Marketing Higher Education A Practical Guide

Sebastian Brünink



Marketing Higher Education A Practical Guide:

Marketing Higher Education Robert Topor, 2003 **Marketing Higher Education** Robert Topor, 1983 The application of basic marketing techniques to achieve the goals of colleges and universities is discussed The guide is designed to help administrators and admission officers influence the image projected by their institutions Attention is also directed to how to position an institution among its competitors how to develop activities and communications to meet customer needs and how to plan marketing strategies for different program audiences Marketing techniques can be applied to students clients supporters influential constituents alumni foundations faculty staff and corporate support Image perception segmenting target audiences defining institutional mission and trademarks are also covered along with the following marketing strategies product strategy place or distribution strategy promotional strategy and pricing strategy Case studies illustrate how institutions apply marketing techniques and questions in each chapter help readers assess the strengths and weaknesses of their current marketing strategies A chapter on market research by Cletis G Pride and Joseph S Fowler outlines the steps for conducting effective surveys of audience attitudes toward the institution SW Marketing Higher Education Paul Sergius Koku, 2022-07-15 This book provides a comprehensive and accessible guide to marketing Higher Education institutions discussing how universities are service providers and how education is a service both of which need to be defined and marketed together Unlike the current offering available on the subject this book provides a uniquely applied approach linking the theory of marketing practice to the Higher Education sector through real life case studies and examples Each topic is covered in depth including marketing segmentation pricing location brand management internationalization and expansion Overarchingly the book considers how to develop and promote the university as a product and as a brand Two case studies from real life universities in a broad range of locations are provided at the end of each chapter alongside questions to aid understanding and application Holistic and practical Marketing Higher Education is an ideal guide for academics and students studying services marketing Higher Education management and leadership and marketing in the public sector It will also be an invaluable resource for professionals working in Higher Education administration looking to develop their skills and understanding of marketing and brand building Handbook for the College Admissions Profession Stanley E. Henderson, Claire C. Swann, 1998-04-23 Through expert essays this handbook covers all aspects of the admissions process from a historical overview to a guide to future trends Both new and experienced admissions officers and educational administrators will find here essential tools for successfully recruiting and enrolling a desirable mix of students for their institutions This handbook has been prepared by the foremost leaders in the college admissions profession under the auspices of the American Association of Registrars and Admissions Officers Topics include the dilemma of quantity versus quality in admissions recruiting understanding enrollment management marketing strategies the role of technology and student body diversity including international students Marketing Strategies for Higher Education Institutions:

Technological Considerations and Practices Tripathi, Purnendu, Mukerji, Siran, 2013-05-31 Although higher education institutes are not typically thought of as a business colleges and universities utilize marketing strategies in order to compete for students Information and communication technologies have enhanced and changed the nature and context of communication exchange allowing for a broader range of competition Marketing Strategies for Higher Education Institutions Technological Considerations and Practices provides different aspects of marketing management and technological innovations in all parts of education including K 12 non formal and distance education Highlighting research studies experiences and cases on educational marketing this book is essential for educational planners administrators researchers and marketing practitioners involved in all aspects of educational development EBOOK: Marketing Higher Education Felix Maringe, Paul Gibbs, 2008-12-16 How can Higher Education Institutions HEIs position themselves to be competitive in global market economies How has widening participation affected the marketing of HEIs What kind of students do employers want in the twenty first century The marketing of higher education has become a natural consequence of the market in which HEIs are created and function The shift from government grant to fee income the homogenization of institutions under the title University the rhetoric of diversification and the realization of competition for students based on reputation and brand academic and otherwise has driven institutions to embrace the market This book is unique in considering these matters as well its attempt to examine the relationship between marketing and the education that is being marketed These issues are global and touch on the very nature of the place of HEIs in society as well as how they need to position themselves to compete The readership for this book includes those studying higher education management as well as those interested in higher education policy issues but it has something of interest for all those engaged in higher education today *Resources in Education* , 2001-10 **Higher Education** , 1981 E-Marketing: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources, 2012-05-31 The popularity of e marketing has helped both small and large businesses to get their products and services message to an unbounded number of potential clients Keeping in contact with your customers no longer require an extended period of time but rather mere seconds E Marketing Concepts Methodologies Tools and Applications presents a vital compendium of research detailing the latest case studies architectures frameworks methodologies and research on e marketing With contributions from authors around the world this three volume collection presents the most sophisticated research and developments from the field relevant to researchers academics and practitioners alike In order to stay abreast of the latest research this book affords a vital look into electronic marketing research Marketing Cases from Emerging Multinational Enterprises (eMNEs) Zafar U. Ahmed, Omer F. Genc, 2024-12-23 Globalization has changed the world economic picture and emerging markets have developed very fast Several multinational companies from emerging markets came to world arena and compete with big multinationals from developed countries This book explores the ways in which emerging multinational enterprises eMNEs work to become competitive global brands It

explores eMNEs from industries such as airlines banking food distribution automotive and information technology These cases are useful to researchers scholars students and practitioners interested in eMNEs branding and emerging markets

How to Grow Enrollment in Online Higher Education Sasha Thackaberry-Voinovich,2025-01-31 How to Grow Enrollment in Online Higher Education offers practical guidance on how to more effectively attract and recruit students to online college and university programs Despite the proliferation of online degree and certificate programs only a handful of large name brand institutions have the resources to master the challenges of marketing and recruitment This book includes a first of its kind blueprint for colleges and universities working to set up online programs that can grow their enrollment and support their operations financially These accessible chapters provide step by step marketing strategies detail the specific needs and values of fully online enrollees and explore the staffing talent and technologies needed to competitively recruit new students

Case Study Methodology in Higher Education Baron, Annette,McNeal, Kelly,2019-06-28 In higher education case studies can be utilized to have students put themselves into problems faced by a protagonist and by doing so address academic or career related issues Working through these issues provides students with an opportunity to gain applied perspective and experiences Professors in higher education who choose this method of teaching require navigational tools to ensure that students achieve stated learning objectives Case Study Methodology in Higher Education is an essential research publication that focuses on the history and theories relating to case study methodology including techniques for writing case studies and utilizing them in university settings to prepare students for real life career related scenarios This publication features a wide range of topics such as educational leadership case writing and teacher education It is essential for educators career professionals higher education faculty researchers and students

Business Practices in Higher Education Mark A. Kretoivics, Erica Eckert,2019-10-08 The new edition of Business Practices in Higher Education helps readers understand the true nature of higher education and appreciate how the academy effectively incorporates business practices into everyday work lives The authors apply business concepts and models and explain how they can be leveraged to improve the overall efficiency and effectiveness of higher education institutions Useful examples from a wide range of institutions including small private college large public universities and community colleges address macro level higher education and student population issues while also addressing micro level issues for individual institutions or students Business practices are critical to the academic student affairs and administrative sides of higher education This book offers aspiring higher education and student affairs professionals an understanding of the fundamental business practices of colleges and universities New in this edition Updated coverage of current practice and research New chapters on accounting strategic planning and fundraising End of chapter questions for discussion

Transition into Higher Education Harriet Jones, Hilary Orpin, Gemma Mansi, Catherine Molesworth, Heather Monsey,2025-02-28 This book will help all academic staff in higher education HE develop more informed teaching and better support students as they transition to university It explores

the organisations who advise students pre university and uncovers the myths and misconceptions held by HE stakeholders Induction and welcome activities are examined in order to identify best practice transition problems such as study skills employment mental health and identity are covered and a final chapter focuses on the effects of Covid 19 on transition issues The Critical Practice in Higher Education series provides a scholarly and practical entry point for academics into key areas of higher education practice Each book in the series explores an individual topic in depth providing an overview in relation to current thinking and practice informed by recent research The series will be of interest to those engaged in the study of higher education those involved in leading learning and teaching or working in academic development and individuals seeking to explore particular topics of professional interest Through critical engagement this series aims to promote an expanded notion of being an academic connecting research teaching scholarship community engagement and leadership while developing confidence and authority Bridging Scholarship and Practice in Higher Education Sam

Illingworth,2025-03-20 Bridging Scholarship and Practice in Higher Education is a practical guide for educators aiming to integrate research into their teaching Accessible and engaging it provides clear strategies to enhance the learning experience by connecting research and teaching in meaningful ways Covering key aspects of integrating research into teaching including how to incorporate current research into existing curricula as well as designing research driven modules this book explores the challenges of aligning research with institutional objectives and offers advice on effective dissemination of research findings Ethical research practices and the importance of collaborating with students as research partners are emphasised in order to foster a richer more collaborative educational environment Each chapter includes practical examples and activities providing educators with the tools needed to apply these concepts in their own teaching practice This book will serve as a useful companion for those new to higher education teaching including participants in Postgraduate Certificate PGCert in Higher Education courses It will have an additional benefit for anyone looking to refresh their teaching and research practice alongside academics librarians and educational professionals **Higher Education in**

the United States James J. F. Forest,Kevin Kinser,2002-06-21 Surveys the changing landscape of American higher education from academic freedom to virtual universities from campus crime to Pell Grants from the Student Privacy Act to student diversity In the years following World War II college and university enrollment doubled students revolted faculty unionized and community colleges evolved Tuition and technology soared as did the number of first generation minority and women students These changes radically transformed the American system of postsecondary education Today that system is in trouble Its aging professoriate prepares for retirement but low academic salaries can no longer attract the best minds to replace them A flood of corporate dollars funds commercial research but money for basic research the seedbed of American scientific preeminence has dried up Colleges and universities also face heated competition with for profit education providers for students faculty and external financial support along with the costs of providing remedial education to growing numbers

of students who are unprepared for postsecondary education Higher Education in the United States provides a comprehensive analysis of these issues and others that scholars and practitioners of higher education study discuss and grapple with on a daily basis **Critical Perspectives on International Education** Yvonne Hébert, Ali A. Abdi, 2013-02-11 In rapidly globalizing spaces of life any research project on international education would necessarily have multi directional emphases with the quality of observations and analyses reflecting the expanding political economic and cultural intersections which characterize this potentially promising century To respond to these emerging learning and living contexts of our world this book brings together some of the most active and established scholars in the field As such the book represents important epistemic interventions that analyze and critique the institutional socio economic linguistic and pedagogical platforms of international education As the locus of international education cannot be detached from the pragmatics of social development the specific recommendations embedded in this book expand the debates and broaden the boundaries of learning projects that should enhance the lives of people especially those who are continually marginalized by the regimes of globalization Thus the book actively advocates for possibilities of human well beings via different formats of education in diverse locations of life Critical Perspectives on International Education offers a historically comprehensive intellectually honest and perspective rich scholarly exploration of a new education globalization dynamic This book courageously offers up diverse voices gathered into a robust and useful conversation regarding global education This book adds greatly to understanding why educational marketplaces must be driven by principles and practices that empower diverse peoples to secure sustainable knowledge benefits that contribute to personal local national and international well being This critical perspective reader will engage scholars researchers and citizens Jim Paul University of Calgary In the current intensifications of globalization and its resulting inequalities it is crucial to better understand the role of knowledge creation and knowledge dissemination Should knowledge be only a commodity to be sold in the market and a tool to increase economic capital or should it be a shared sociocultural capital aimed at improving democracy and the common good In Critical Perspectives on International Education Yvonne Hébert and Ali A Abdi assemble an impressive array of contributions from all over the world that address this question from a variety of critical perspectives and case studies I recommend this book to everyone interested in the connections between education citizenship development and human well being Daniel Schugurensky Arizona State University [The Routledge Handbook of Strategic Communication](#) Derina Holtzhausen, Ansgar Zerfass, 2014-11-20 The Routledge Handbook of Strategic Communication provides a comprehensive review of research in the strategic communication domain and offers educators and graduate level students a compilation of approaches to and studies of varying aspects of the field The volume provides insights into ongoing discussions that build an emerging body of knowledge Focusing on the metatheoretical philosophical and applied aspects of strategic communication the parts of the volume cover Conceptual foundations Institutional and organizational dimensions Implementing strategic communication and

Domains of practice An international set of authors contributes to this volume illustrating the broad arena in which this work is taking place A timely volume surveying the current state of scholarship this Handbook is essential reading for scholars in strategic communication at all levels of experience

Student Recruitment Agents in International Higher Education Pii-Tuulia Nikula,Vincenzo Raimo,Eddie West,2023-05-30 With a focus on the growing number of institutions employing commercial agents to support international student recruitment Student Recruitment Agents in International Higher Education provides an evidence based exploration of this phenomenon and will increase the reader s understanding of the multiple dimensions of agent engagement its contradictions and complexities This book explores who and what these education agents are what students and higher education institutions can expect from a good agent how bad agents can be identified and avoided and what we learn from the reasons for the development of these agents in the first place Offering theoretical perspectives with practical applications this volume features contributions from academics and scholar practitioners laying out fresh perspectives and insights on topics such as process transparency developing agent policy and procedures and government regulations Providing the ideal reference for students embarking on international study agents higher educational institutions government accreditation agencies researchers and practitioners this insightful book acts as a critical basis for further research and improvements in higher education practice

Transformation of Higher Education Through Institutional Online Spaces Taiwo, Rotimi,Idowu-Faith, Bimbola,Ajiboye, Simeon,2023-07-11 The surge in the demand for higher education is closely connected with the liberalization and globalization of education Websites and social media have been chosen for promotional purposes for obvious reasons they are globally accessible For rapid communication of a significant amount of information virile institutional websites and social media spaces with promotional messages have become very important assets for higher institutions and their stakeholders Transformation of Higher Education Through Institutional Online Spaces presents multidisciplinary and interdisciplinary approaches to promotional discourses as presented on higher institution online spaces Covering topics such as brand building and marketing content marketing curriculum marketing digital marketing higher education digital marketing and higher education marketing campaigns this book is ideal for educational website managers educational institution managers public relations units researchers academicians practitioners instructors and students

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