Selling Higher Education: Marketing and Advertising America's Colleges and Universities

By Eric J. Anctil

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Selling Higher Education: Marketing and Advertising America's Colleges and Universities, Eric J. Anctil, Confronting an era marked by dwindling support and increased competition, it is incumbent on administrators and higher education leaders at colleges and universities to broadcast who they are, what they do, and what makes them valuable. In his direct, unvarnished review of marketing higher education, Eric J. Anctil offers a critical call to action for institutions who wish to continue and thrive in the business of higher education. Topics covered include: Market Driven Versus Mission Driven Persuasion and Choice Marketing and Advertising Higher Education Marketing and Advertising the Intangible Market Differentiation Recommendations for Selling Higher Education To be viable in the modern era, today's colleges and universities must strike a balance among delivering sound academic programs, conducting and promoting research, and engaging with the community as social institutions and places of higher learning -- while also meeting the contemporary challenges of running large organizations with dwindling public support and greater competition from the for-profit education sector. Colleges and universities that are not only aware of this environment but also are savvy in the changing marketplace increase...

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Viterbo College in Wisconsin sponsors a television quiz show for high school students with scholarships as the prizes; other colleges run free bus trips to the campus or stage songfests, magic shows, and juggling acts in shopping centers. Marchese, of Barat College, says that, in advertising, colleges have crossed the line from promoting education as the route to the good life to selling themselves as the good life. REACH boasts that it represents “23 of America’s great colleges and universities,” including Alliance College in Cambridge Springs, Pennsylvania, Pikeville College in Pikeville, Kentucky, and Westmar College in Le Mars, Iowa. The cost of the increased promotional and marketing activities is staggering and often self-defeating. Please browse through 50 highly ranked educational institutions in United Kingdom where you can study higher education with marketing and advertising. Below you can find detailed information with description, programs, prices, photos and videos. Our expert consultants are always happy to help you choose the right program and give professional advice and recommendations. University of Lincoln (Lincoln University) is one of the most prestigious and popular educational institutions in Britain. He started his work with the school of art founded in 1981, the university received its status in 1992, was reorganized and renamed in 2001.