



New Strategies in Higher Education Marketing

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With rising financial difficulties and declining enrollments, many colleges and universities are finding that they need new and better ways to present and promote themselves to potential students and the general public. New Strategies in Higher Education Marketing contains practical, “how-to” applications of marketing thought and theory for the higher education environment. Written by practitioners for practitioners, this valuable book offers new viewpoints, tools, and creative ways to solve potentially devastating problems through the implementation of marketing. Each chapter is application oriented and cases and situations common to most universities and colleges are discussed to illustrate marketing strategies and techniques to make them more easily understood and readily usable. New Strategies in Higher Education Marketing is divided into four sections:

- Strategy
- Research and Promotion
- Enrollment Services
- Development. It includes informative chapters on topics including perceptions and proper application of marketing in higher education; fund raising; public relations; coordination of intra-organizational efforts; techniques and methods of gathering information and data; and the challenge and management of student enrollment. Directors, presidents, vice-presidents, and others responsible for or interested in the marketing of a college or university will find a wealth of highly practical information in this book.

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