



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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