Contents

List of figures and tables ix
Preface xi
Acknowledgements xv

Part I Theoretical underpinnings

1 A broad overview of education marketing 3
2 The commodification of transformation 10
3 Marketing as pro-education 23
4 ‘The student as customer’ perspective 29
5 Formulating strategies for success 44

Part II Putting marketing theory into practice

6 Positioning the institution in the market 59
7 The internationalization of higher education 82
8 Fundraising 102
9 Pricing what is valuable and worthy 115
10 Reputation management 130
11 Enrolment management 148
12 The role of marketing 160

Glossary 169
References 167
Index 189
List of Figures and Tables

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Figure/Table Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter 5</td>
<td>Figure 5.1: The CORD model of marketing strategy</td>
<td>50</td>
</tr>
<tr>
<td>Chapter 6</td>
<td>Figure 6.1: Stages in segmentation, targeting and positioning process</td>
<td>61</td>
</tr>
<tr>
<td>Chapter 8</td>
<td>Table 8.1: Individual wealth and size of gift</td>
<td>108</td>
</tr>
<tr>
<td>Chapter 9</td>
<td>Table 9.1: The price-value matrix</td>
<td>121</td>
</tr>
<tr>
<td></td>
<td>Figure 9.1: Good Practice Checklist</td>
<td>127</td>
</tr>
<tr>
<td>Chapter 11</td>
<td>Table 11.1: Broad contextual analysis for recruitment planning</td>
<td>152</td>
</tr>
</tbody>
</table>