Marketing Strategies for Higher Education Institutions: Technological Considerations and Practices

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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.

Topics Covered:
- Digital Service and Education
- Direct Marketing for Educational Programs
- Educational Marketing Research
- E-Marketing
- Green Marketing for Education
- Web 2.0 Technologies and Educational Marketing

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners. Ideal for classroom use.

Purnendu Tripathi is an International Research Fellow of the Open University Business School (2009) at Open University (UK), has a PhD in management and a Master's Degree in distance education. He was associated with Arab Open University Saudi Arabia Branch for three years as a faculty member in Business Administration. In his parent institution IGNOU (India), he is Deputy Director, looking after academic management and student support services with aspects in open and distance learning. He has co-edited teaching case books and contributed articles in standard national and international journals, as well as presented papers in national and international conferences. Dr. Tripathi is a member of review committees for numerous international conferences and journals. His current research interests include academic program life cycle (APLC) and educational marketing.
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