

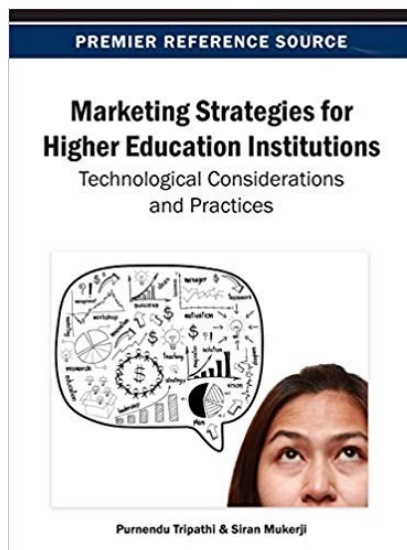
BOOK REVIEW

MARKETING STRATEGIES FOR HIGHER EDUCATION INSTITUTIONS: TECHNOLOGICAL CONSIDERATIONS AND PRACTICES

Edited by Purnendu Tripathi and Siran Mukerji

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INTRODUCTION

Higher education marketing is a growing field of practice, but may suffer from a lack of theoretical discourse. This book, entitled "Marketing Strategies for Higher Education Institutions: Technological Considerations and Practices" edited by Tripathi and Mukerji, applying the concept of marketing in the field of education by distinguishing business sector and education sector. The book contains 20 chapters and 366 pages which covers a wide variety of topics.

The book is well written in the sense that links the technological advancements and marketing strategies, in all parts of education, including K-12, non-formal and distance education. One of the real strengths of the book is that it draws the readers' attention to the marketing strategies which can be applied to higher education.

REVIEW OF THE BOOK

Chapter 1: What is the Secret of Successful University Brands?

In this chapter it is aimed to generate constructs to determine what makes a successful university brand, and subsequently testing these among a larger sample of university "customers." Findings demonstrate the constructs that compose successful university brands

and the significant interrelationships of these variables. These constructs included reputation, progressiveness, professionalism, accessibility and corporateness.

Chapter 2: Marketing Educational Programs through Technology and the Right Philosophies

This chapter uses a real case to exemplify that marketing educational programs through technology and right philosophies adopted. Relationships between seven philosophies (liberal philosophy, behaviorist philosophy, progressive philosophy, humanist philosophy, analytic philosophy, radical philosophy and postmodern philosophy) and different types of universities/colleges are drawn. Finally, the author suggested that universities/colleges need to seriously consider hiring managers with right philosophies so that they work towards achieving the mission of higher education institution.

Chapter 3: Business Lessons for Higher Education Marketing

Authors state that recent business marketing approaches dependent on market analysis and planning have motivated the growth of marketing firms offering sophisticated quantitative market analyses so as to identify an organization's potential and current customers and their needs. However, the analytical study contrasts that educational service provider to enrollment outcomes at two nonprofit higher education institutions.

Chapter 4: Identifying the Basis for Segmenting Higher Education: Evidence from Egypt

This chapter aimed to discover the dimensions which can be used to segment the university system in Egypt. The authors found that perceived quality and level of internationalization are the two important factors for distinguishing universities and they identify a four classification system of universities; "legacy", "prestige", "imitators", and "the uncertain".

Chapter 5: A Mobile Market: Opportunities and Strategies in Higher Education

This chapter explores the growing importance of mobile technology in higher education. Chapter focuses on understanding the role of this technology in connecting with prospective and current students. Finally, authors identify mobile application features have value for current students and it is an important channel for reaching students.

Chapter 6: Mediating Effects of Study Outcomes on Student Experience and Loyalty: A Comparison of Home and International Students

This chapter explores the relationship between student experience and loyalty. Based on a study, authors discover that home students and international students share much in common in terms of their expectations of the university image, facilities for career preparation, and personal and academic development. However, the paper identifies subtle differences and suggests the development of what the authors term a "Gestalt student experience."

Chapter 7: They're Here, Now How Do You Keep Them? Lessons Learned with First Year College Students

In this chapter authors aimed to specify the factors which influence students' attitudes and retention throughout their higher education years and also specifying the ways of improving student retention. The results showed that while many factors affect simple measures of enlistment and peer-mentoring fared best to positively influence student attitudes and responses in the college-orientation class, and peer involvement offered the most promise of future brand commitment to student retention at the university.

Chapter 8: How Technologies Can Localize Learners in Multicultural Space: A Newly Developed "Global Studies" Curriculum

This chapter identifies ways in which technological innovations can be used to improve the suitability of global learning with the help of a newly developed online-supported curriculum, "Global Studies". This curriculum considers the necessities of interdisciplinary, intercultural, and interparadigmatic learning.

Chapter 9: Higher Education Marketing: A Study on the Impact of Social Media on Study Selection and University Choice

This chapter presents the results of a study that identifies the role and importance of social media on the choice of future students for a study and university in comparison with the traditional university marketing channels in The Netherlands. Finally three market segments identified among future students based on their use of the social media.

Chapter 10: Using Social Network Sites for Higher Education Marketing and Recruitment

This chapter analyzes how the rapid penetration of Social Network Sites (SNSs) into the daily life affects higher education marketing. Authors discussed the history of SNSs, perceived effectiveness of SNSs for student recruitment, prevalence of SNSs in other regions and countries and finally the concerns and barriers in the use of SNS.

Chapter 11: The Use of Facebook as a Marketing Tool by Private Educational Institutions in Singapore

This chapter explores Facebook's potential for generate "shared cultural meaning" of the brand. The results of the study show that marketing on SNSs remains in its infancy. The majority of visitors were using these sites as an extension to existing mediums for looking information, so there is clearly the potential for the educational institutions to move to the next level in leveraging on SNSs to engage their members and generating a shared cultural meaning of their brands.

Chapter 12: Marketing to and Developing Faculty Members to Create High Quality, Highly Interactive Online Courses

This chapter focuses on ways of developing high quality online courses by faculty members, who redesign their course in order to offer them in a high quality online environment. This creates highly engaging online learning opportunities, which are better than face-to-face classes.

Chapter 13: Increasing Graduate Education Relevance through Innovative Marketing: Interview with Mike Scorzo

This chapter investigate how innovative collaborations encourage interdisciplinary flexibility, within and beyond traditional higher education circles, which can be used to develop academically rigorous graduate programs.

Chapter 14: E-Service Delivery in Higher Education: Meeting MBA Student Expectations

This chapter focuses on how to meet MBA student expectations of website effectiveness through an efficient e-service delivery in Higher Education. Using another innovative KANO approach, they engaged 110 MBA students who identified 23 features that characterize ideal college websites. The paper provides useful advice and perspectives on management and design to those who have the responsibility of designing and developing websites in universities.

Chapter 15: Technology in Marketing Education: Insights from Sales Training

This chapter highlights on the ways the company training programs provide insights for university classrooms. The research suggests that university learning environments focused on business should utilize technology as appropriate to learning goals, but should not indecently replace traditional classroom learning activities.

Chapter 16: Service Recovery Encounters in the Classroom: Exploring the Attributes of Professors Desired by Male and Female Students

This chapter explores how to decrease failure amongst students through understanding the student gender factor. The paper discovers that both male and female students value staff, who demonstrate expertise, show friendliness and empathy and also female students prefer more communal approaches to problem solving while their male counterparts show preference for quick fix solutions.

Chapter 17: You Name It: Comparing Holistic and Analytical Rating Methods of Eliciting Preferences in Naming an Online Program Using Ranks as a Concurrent Validity Criterion

This chapter identifies ways to solicit and analyze student ratings and perspectives on programs and faculty. For this, current and prospective students of the university were surveyed about their preferences. Preferences for each of five names were solicited via analytical ratings, holistic ratings, and rankings.

Chapter 18: Co-Constructing a Learning Community: A Tool for Developing International Understanding

This chapter explores the development of professional understanding across a large group of professionals and academics from eight different countries engaged in an international project. The study was focused on developing a suite of appropriate electronic tools to support the wide range of professionals.

Chapter 19: Assessing Learning via Web 2.0 Technologies: A Dichotomy

This chapter gives examples of online assessments from both andragogical and pedagogical methods. The authors in the study state that since traditional age students learn differently from non-traditional age students, educators are accordingly encouraged to employ either pedagogical or andragogical assessment methods.

Chapter 20: Lighting the Fires of Entrepreneurialism? Constructions of Meaning in an English Inner City Academy

This final chapter aims to refine the conceptual understanding of entrepreneurialism in the context of public education. The authors point out the effects of power in forming the discourse and meanings around entrepreneurialism and the presence of both business entrepreneurialism and alternative groundings for entrepreneurialism. It concludes by refining the typology of entrepreneurialism, placing it in the context of levels of meaning, and suggesting three implications for schools and educational policy.

CONCLUSION

Marketing has gained much importance in the field of education because competition in educational institutions has increased and attracting prospective students and satisfying and retaining existing students harder than ever.

All in all, this book will be a valuable source of interest to academicians and practitioners who aim to have information about various marketing strategies applied to higher education institutions.

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