Why Colleges Can’t Brand

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Colleges Can’t Brand........

#1: Because every time we say “brand,” people think we are talking about our logo.
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#2: Because everyone wants their own logo....

...and tagline.
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#3: Because brands are built by what you do, not what you say.
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#4: Because we are unwilling or unable to differentiate.
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Career
Caring
Community
Cutting-edge
Economic Impact
Excellence
Global
Hands-on
Hard-working
Hi-Tech
Innovative

Internships
Job Placement
Leadership
Personal
Quality
Research
Service Learning
Study Abroad
Success
Value
Welcoming
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#5: Because we don’t have the right data.
Marketing will always be an art and a science.
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#6: Because we have to integrate within a decentralized environment.
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#7: Because most people on our campus think the marketing department is an internal Kinko’s.
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#8: Because our campus thinks a brochure is the answer to every marketing problem.
#9: Because deep down, faculty wish we didn’t *have* to market our institutions at all.
Colleges CAN Brand

• Embrace the full concept of brand
• Take the steps necessary to unify your brand
• Develop [and live] a differentiated brand
• Study and analyze your potential brand strategies
• Organize your institution for integration
• Give your marketing department authority and responsibility
• Support marketing as a critical business function
Colleges CAN Brand

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