



The Changing Face of Higher Education Marketing

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NAICU Conference
2008



Introducing integrated marketing communication (IMC)...

- ⊕ A way of thinking
- ⊕ An adventure in ideas
- ⊕ Brings marketing and communication subject matters together



A response to intense competition...

- ⊕ For students... more sophisticated consumers
- ⊕ For money... impact on donor loyalty
- ⊕ For visibility... and reputation clarity
- ⊕ Best of all; or best of category... *Good to Great, Jim Collins*



Fueled by a “sea change” in the higher education marketplace...

- ⊕ Governments roles change... selectively
- ⊕ *The World is Flat...* Tom Friedman
- ⊕ Globalization of education... new markets; “go east”
- ⊕ Advancement areas come front and center
- ⊕ Marketing influences advancement



Adapts basic principles to the academy...

- ⊕ Product... institution or programs?
- ⊕ Price... cost versus perceived value
- ⊕ Place... distribution; “experienced place”
- ⊕ Promotion... in “new media” world
- ⊕ Segmentation... meet needs, go beyond
- ⊕ Positioning... competitive advantage; best of breed
- ⊕ Quality... rethinking the standards



Stresses teams, relationships, leadership, integration...

- ⊕ Mobilizes talent and resources
- ⊕ Coordinates decentralized units
- ⊕ Integrates PR and advertising
- ⊕ Sees relationships as competitive advantage
- ⊕ Gets everyone on the same page
- ⊕ Focuses on institutional goals



Focuses on ongoing research...

- ⊕ By segment... part of ongoing process
- ⊕ Environmental scans... trends matched to strengths
- ⊕ Operations audits
- ⊕ Image surveys... awareness, attitude, knowledge
- ⊕ Consumer satisfaction
- ⊕ Pricing elasticity
- ⊕ Media preference



Emphasizes integrated, multi-platform communication...

- ✦ It's not sending out information
- ✦ It focuses on relationship building
- ✦ Prefers direct and interactive media
- ✦ Targets stakeholders and opinion leaders
- ✦ Designs total impact communication plans



Based on organizational process...

- ⊕ Institution-wide task force
- ⊕ Identity focus groups... on the same page
- ⊕ Action teams... focused on targets
- ⊕ Editorial priorities committees
- ⊕ Special initiatives plans



*Emphasizes the importance of
brand identity...*

- ⊕ Not a logo or design
- ⊕ The sum total perception
- ⊕ A feeling. Trust. A promise.



Adapts branding to the academy...

- ⊕ Identify strengths/themes
- ⊕ Consistent combination of message and "look"
- ⊕ Differentiation; competitive advantage
- ⊕ Eventually... the logo has power to evoke the full message and feeling



Changes communications operations...

- ⊕ Internal agency concept... account executives
- ⊕ Schools and colleges...comprehensive plans
- ⊕ Visibility with whom at what cost?
- ⊕ Changing news business; reputation defining stories
- ⊕ New media; RSS feeds, pod casts, etc
- ⊕ Issues and crisis management
- ⊕ Focus on opinion leaders



Emphasizes marketing inside...

- ⊕ On the same page
- ⊕ Getting the brand in the environment
- ⊕ Beginning with new faculty and staff orientation
- ⊕ Internal training and development
- ⊕ Communication responsibility of management



Enhances student recruiting...

- ⊕ Profiles students you have... and those you don't
- ⊕ Fine-tunes communications...message, brand, timing, interactivity
- ⊕ Analyzes process... first contact to final decision
- ⊕ Adds intensity, rhythm, impact
- ⊕ Focuses on segments
- ⊕ Adds special initiatives



Emphasizes alumni relations

- ⊕ Admissions, fund raising, reputation
- ⊕ Building lifetime relationships
- ⊕ Generational marketing
- ⊕ Life-long learning opportunities
- ⊕ Cultivation by interest
- ⊕ Participatory processes



Influences fund raising...

- ❖ Focuses on advancing brand
- ❖ Tells stories about fund raising priorities
- ❖ Concentrates on building loyalty
- ❖ Cultivation by interests; not only gift level
- ❖ Participatory case-building processes
- ❖ Develops integrated campaign communication package



The future is bright...

- ⊕ Integrated marketing is a way of thinking
- ⊕ It will influence all advancement professions
- ⊕ Its participatory processes have the power to transform your institution



Books by Larry D. Lauer

*Competing for Students, Money,
and Reputation*, CASE Books,
Wash. DC and London, 2002

*Advancing Higher Education in
Uncertain Times*, CASE Books,
2006

www.case.org/books