The Changing Face of Higher Education Marketing

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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
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