



A changing landscape for marketing in higher education.....

16 October 2012

Donald McLeod

Head of Marketing & Recruitment and
Chair of HEERA

Agenda

- Past
- Present
- Future

Celebration

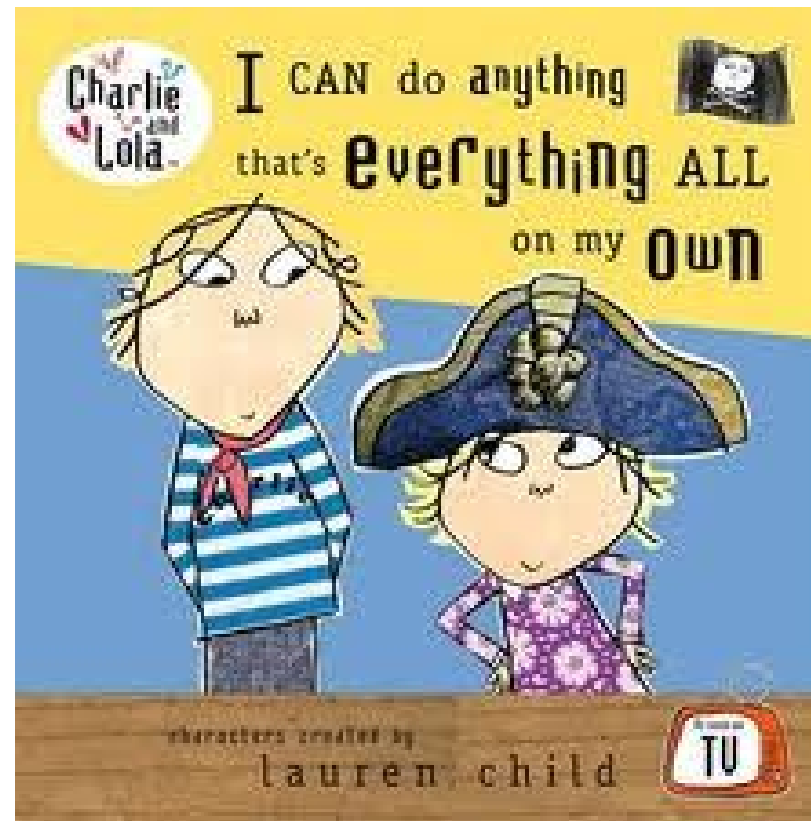


First thoughts.....

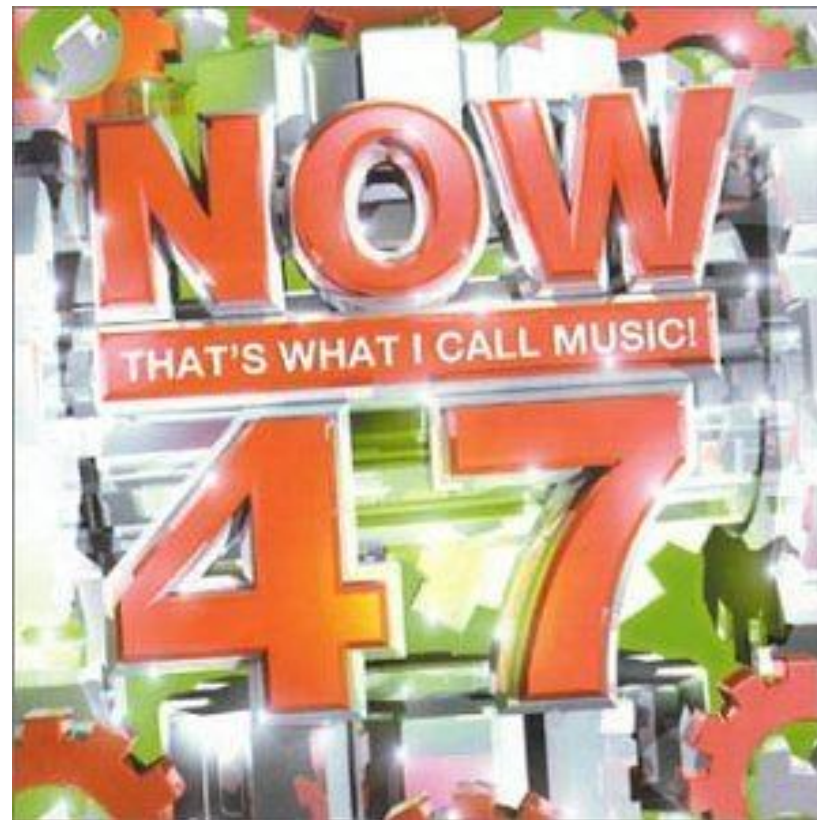
“even for a vigorous and forward looking institution, as we hope we are, an occasional backward glance is not necessarily out of place”

Sir Norman Lindop, Director of Hatfield Polytechnic

When I first arrived



Today



Changing landscape - political?

White Paper

- Making HE more financially sustainable – fees and grant funding reduction
- Improving student experience – Charters, KIS etc
- Increasing social mobility – Access Agreement, NSP
- More choice through deregulation and reduced bureaucracy

Changing landscape – the rest

- Demography
- Globalisation
- Technological advances
- Economy and banking
- Changing customer expectations

Changing landscape – outcomes to date

- Fees – which seem to be aligning
- Charters
- Access agreement
- KIS and Which – not too many problems for marketing
- New entrants – private, overseas, online and HE in FE
- Number controls – core & margin AAB and ABB

My thoughts on the issues

Role of Marketing

54%

Portfolio management



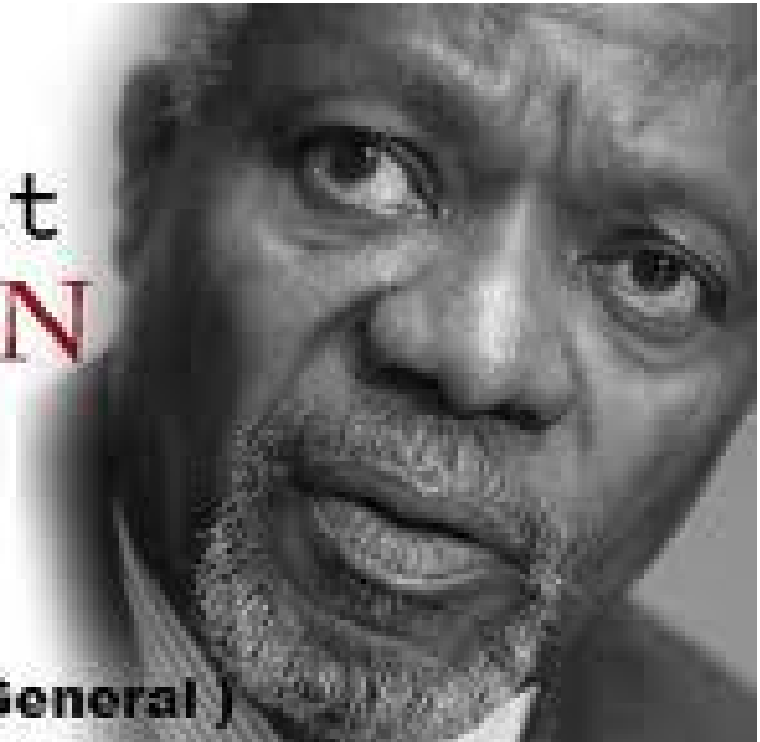
Messaging

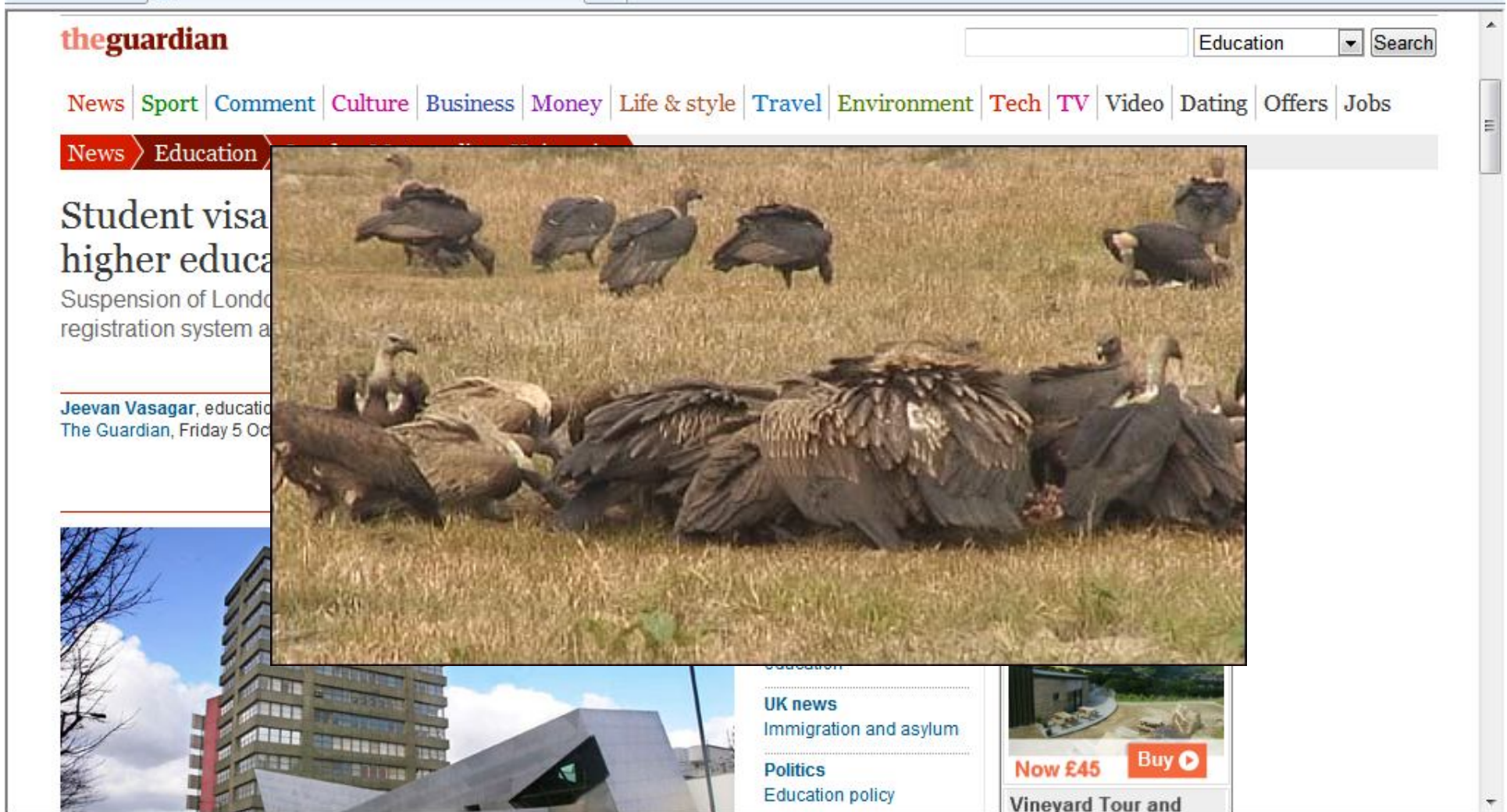


stakeholders vs customers

It has been said that
arguing against
GLOBALIZATION
is like
arguing against
THE LAWS OF GRAVITY

Kofi Annan (Former UN Secretary-General)









Technological developments & information revolution



MOOCs - BlackBerry's lesson for higher education - University World News - Mozilla Firefox

MOOCs - BlackBerry's lesson for higher education... +


www.universityworldnews.com/article.php?story=20121003103557921

GLOBAL

MOOCs – BlackBerry's lesson for higher education

Rahul Choudaha 07 October 2012 Issue No:242

Like 0 Tweet 35 Share 12



In 2007, BlackBerry was at the forefront of the smartphones industry with over 40% of the market share in the United States. However, the iPhone offered a new choice to consumers and redefined their expectations of a smartphone.

Now BlackBerry is arguably on its deathbed, with its market share slipping to less than 4% in the US. *The Wall Street Journal* notes that "it was a blinding confidence in the basic BlackBerry product that was at the root of RIM's [parent company of BlackBerry] current troubles".

In the same vein, MOOCs are beginning to offer a new choice to students, and are not only changing the financial equation of foreign branch campuses but also the way education is delivered as a result of technological advances.

The MOOCs debate

In my previous blog, I argued that branch campuses are infrastructure-intensive efforts with high financial and reputational

AMITY UNIVERSITY
GRADE 'A' ACCREDITED BY NAAC
INDIA'S LEADING UNIVERSITY
FACULTY CREDITED WITH 308 PATENTS AND 300 CASE-STUDIES IN THE LAST YEAR

If you would like University World News to be the media partner for your international conference, contact us on this link

This Week

WORLD BLOG

Discover the 7 ways you can use the TOEFL ITP tests in your classroom

start MOOCs - BlackBerry... RBC Player Desktop Microsoft PowerPoint... Presentations 39:43



Customer expectations and decision marketing



Summary

- Changes have only just started
- Marketing in HEIs well equipped professionally to deal with the challenges
- Exciting times ahead for professional marketers - need to keep in touch

Final thought

“When it comes to the future, there are three kinds of people: those who let it happen, those who make it happen, and those who wonder what happened.”

John M. Richardson Jr.