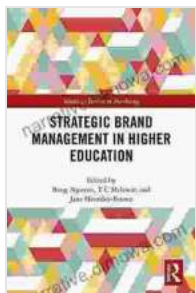


# Strategic Brand Management in Higher Education

In today's competitive higher education landscape, it is more important than ever for colleges and universities to have a strong brand identity. A well-defined brand can help an institution stand out from the crowd, attract students and faculty, and generate revenue.

Strategic brand management is a process that involves developing and implementing a long-term plan for building and managing a brand. It is an ongoing process that requires collaboration between multiple stakeholders, including administrators, faculty, staff, students, and alumni.



## Strategic Brand Management in Higher Education (Routledge Studies in Marketing) by Anders Pehrsson

★★★★☆ 4 out of 5

Language	: English
Hardcover	: 219 pages
Item Weight	: 1.15 pounds
Dimensions	: 6.2 x 0.8 x 9.3 inches
File size	: 2803 KB
Text-to-Speech	: Enabled
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Enhanced typesetting	: Enabled
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This book provides a comprehensive overview of strategic brand management in higher education. It covers key concepts, theories, and

best practices, and it provides case studies of successful branding campaigns from colleges and universities around the world.

## **Key Features**

- Provides a comprehensive overview of strategic brand management in higher education
- Covers key concepts, theories, and best practices
- Provides case studies of successful branding campaigns from colleges and universities around the world
- Written by a team of experts in higher education marketing and branding

## **Target Audience**

- Administrators
- Faculty
- Staff
- Students
- Alumni
- Anyone involved in the branding and marketing of colleges and universities

## **Benefits of Strategic Brand Management for Colleges and Universities**

- Increased enrollment

- Improved student retention
- Increased faculty and staff recruitment
- Increased research funding
- Increased alumni donations
- Enhanced reputation

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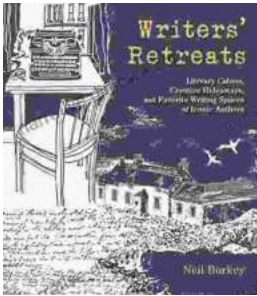


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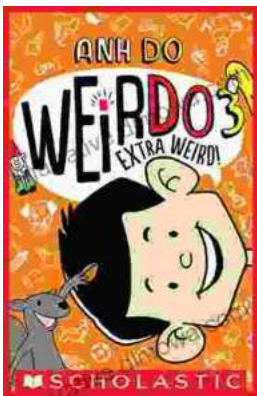
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