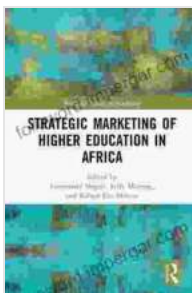


Strategic Marketing of Higher Education in Africa: Empowering Institutions for Transformative Growth

In the rapidly evolving landscape of higher education, institutions in Africa face both immense opportunities and significant challenges. Strategic marketing has emerged as a crucial tool to navigate these complexities and achieve sustainable growth.



Strategic Marketing of Higher Education in Africa (Routledge Studies in Marketing) by Emmanuel Mogaji

★★★★★ 5 out of 5

Language : English
File size : 3137 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 273 pages



Introducing "Strategic Marketing of Higher Education in Africa," a comprehensive guidebook published by Routledge Studies in Marketing, which delves into the transformative power of strategic marketing for African higher education institutions.

Authored by renowned experts in the field, this book offers a comprehensive roadmap to develop and implement effective marketing strategies that:

Benefits of Strategic Marketing for African Higher Education Institutions

- **Increased Student Recruitment:** Attract a diverse and high-achieving student body through targeted marketing campaigns and outreach programs.
- **Enhanced Enrollment Management:** Optimize enrollment yield by aligning marketing efforts with admissions processes and providing personalized guidance to prospective students.
- **Improved Branding and Reputation:** Build a strong brand identity and reputation that differentiates the institution from competitors and attracts top talent.
- **Increased Stakeholder Engagement:** Foster relationships with key stakeholders, including employers, alumni, and government agencies, to enhance the institution's visibility and credibility.
- **Sustainable Growth:** Create a sustainable competitive advantage by developing long-term marketing strategies that align with the institution's mission and vision.

Key Features of the Book

- **Comprehensive Framework:** Provides a step-by-step framework for developing and implementing strategic marketing plans tailored to the African context.
- **Case Studies and Best Practices:** Explores real-world case studies of successful marketing campaigns from African higher education institutions, offering valuable insights and best practices.

- **Multidisciplinary Approach:** Incorporates perspectives from marketing, enrollment management, branding, and strategic planning to provide a holistic understanding of the field.
- **Cultural and Contextual Sensitivity:** Acknowledges the unique cultural and socioeconomic factors that shape higher education marketing in Africa.
- **Relevance for Policymakers:** Offers practical guidance for policymakers and government agencies in developing supportive policies for higher education marketing in Africa.

Target Audience

"Strategic Marketing of Higher Education in Africa" is an indispensable resource for:

- University and college administrators
- Marketing and enrollment management professionals
- Education policymakers
- Researchers and academics in higher education
- Consultants specializing in education marketing

In a rapidly globalizing world, African higher education institutions must embrace strategic marketing to achieve their full potential. "Strategic Marketing of Higher Education in Africa" provides the essential tools and knowledge to develop and implement effective marketing campaigns that will unlock the transformative power of higher education for the African continent.

Free Download your copy today and empower your institution to thrive in the competitive global higher education landscape.



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