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Trends in business and management education marketing: MBA perspective

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Agenda

1. Globalisation
2. Women
3. Generations
4. Modularity
5. Networks
6. Distinctiveness
7. Financial support

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1. Globalisation

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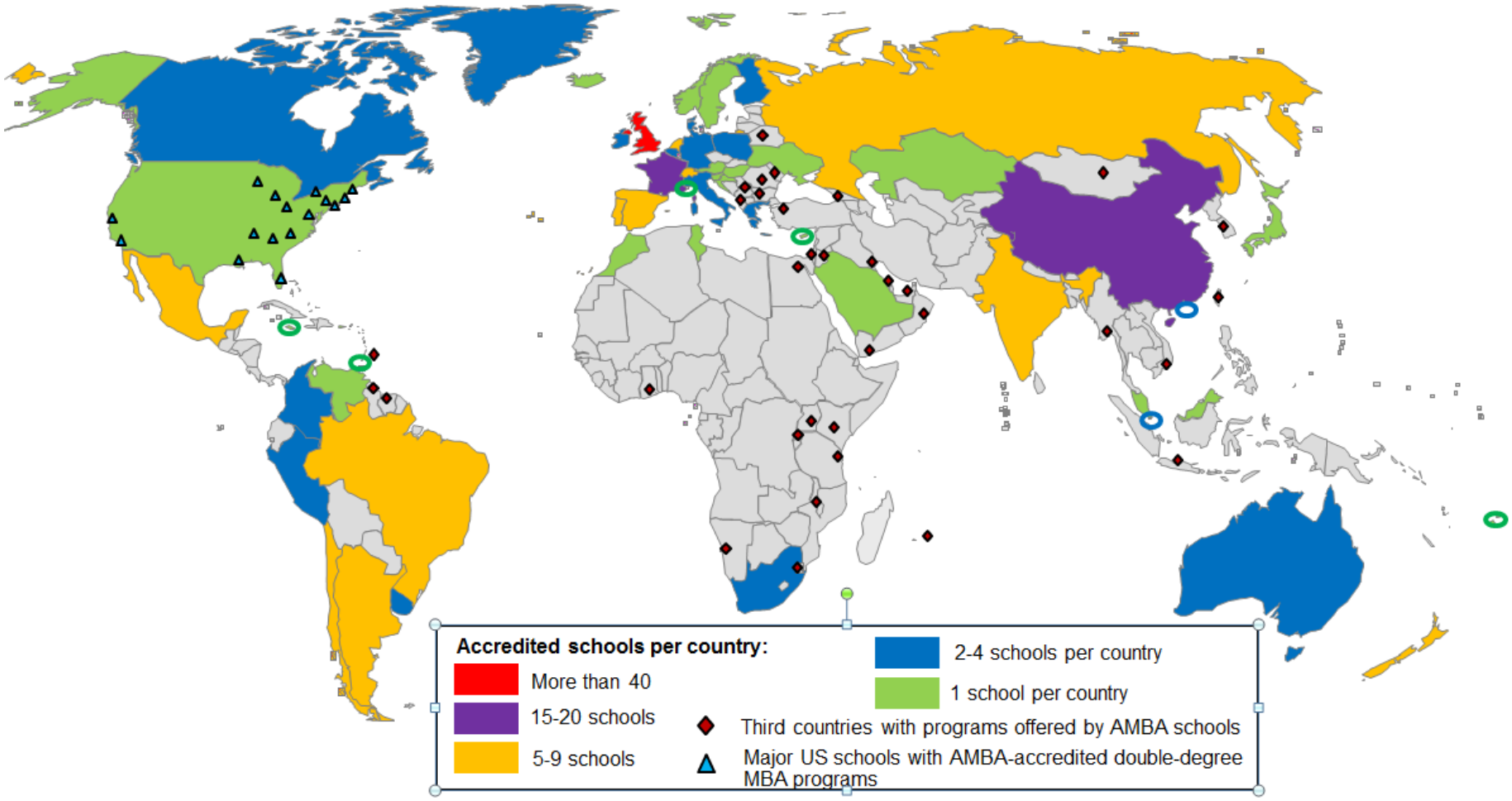
AMBA-Accredited Business Schools Worldwide



MBA students by region 2012

Region of Delivery	Number (enrolments)	Percent of global enrolments
UK	5,100	12%
Europe	11,000	26%
Latin America & Caribbean	9,300	22%
Asia Pacific	11,800	27%
of which, China & HK	*7,400*	*17%*
Rest of World	6,000	14%
TOTAL	**43,200**	**100%**

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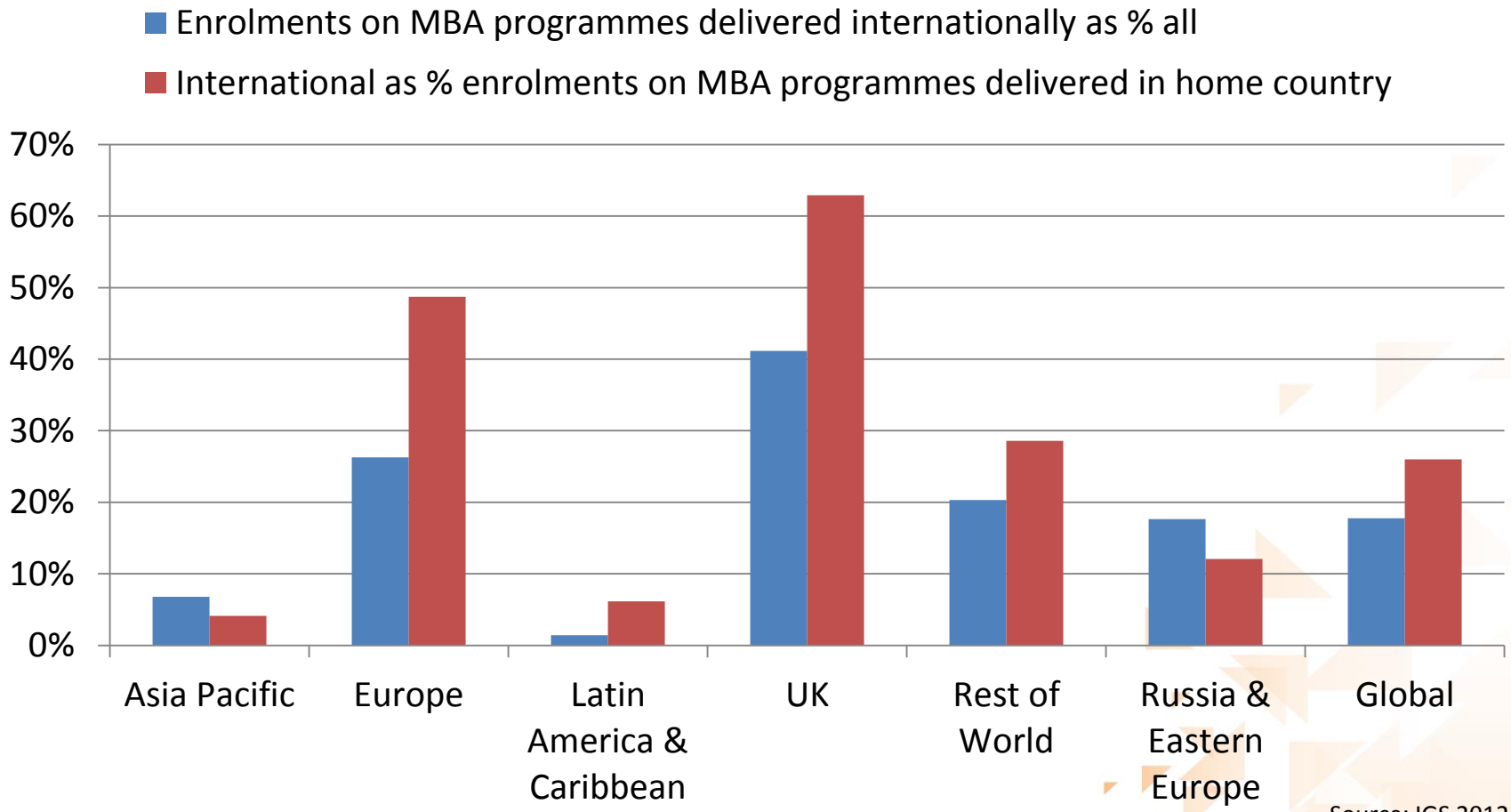
Source: IGS 2012 and 2011

Overseas MBA programmes and international students in 2012



Source: IGS 2012

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2. Women

Image: Malala Yousafzai

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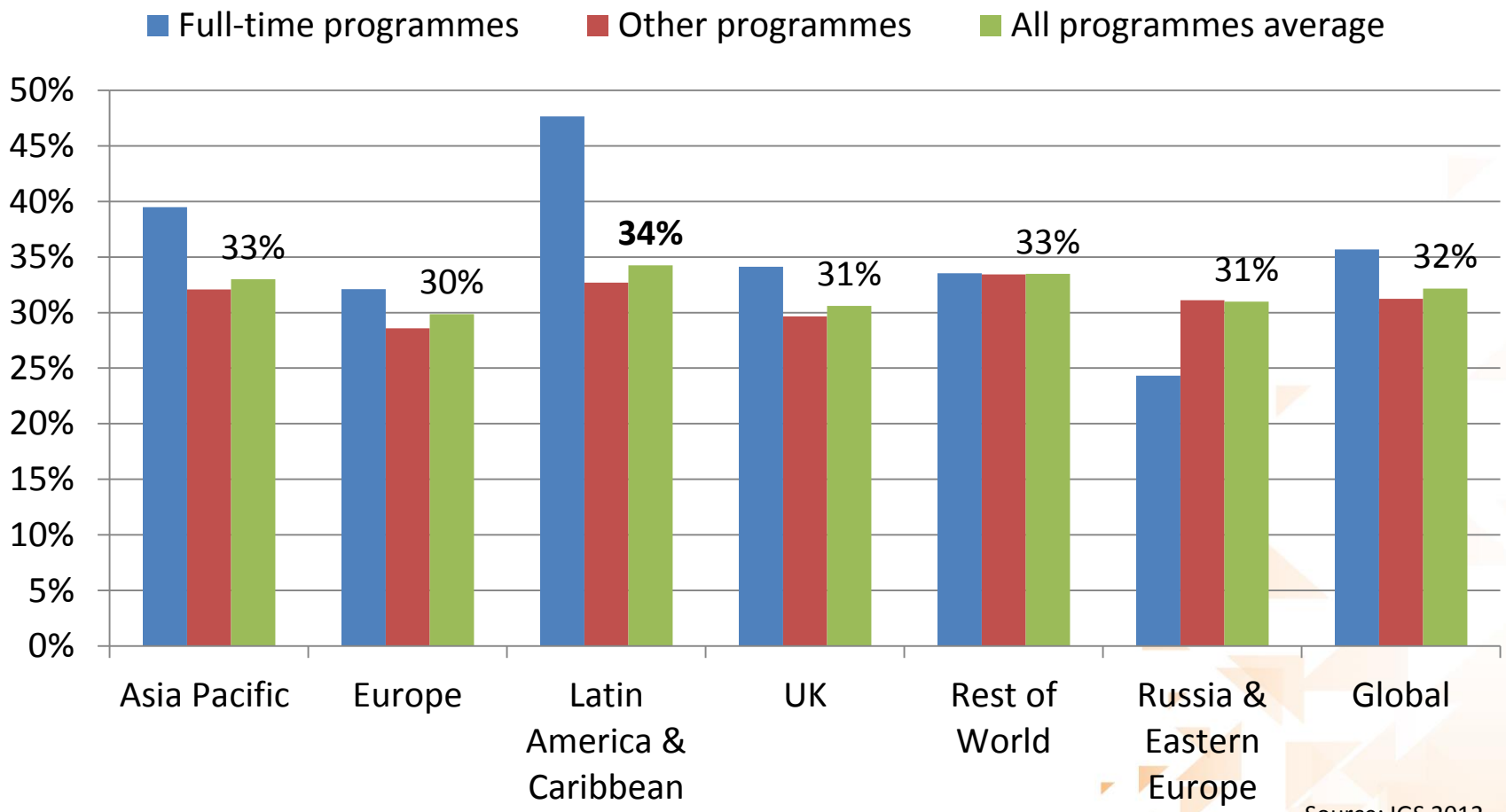
Diversity: women's share of MBA enrolments 2012



Source: IGS 2012

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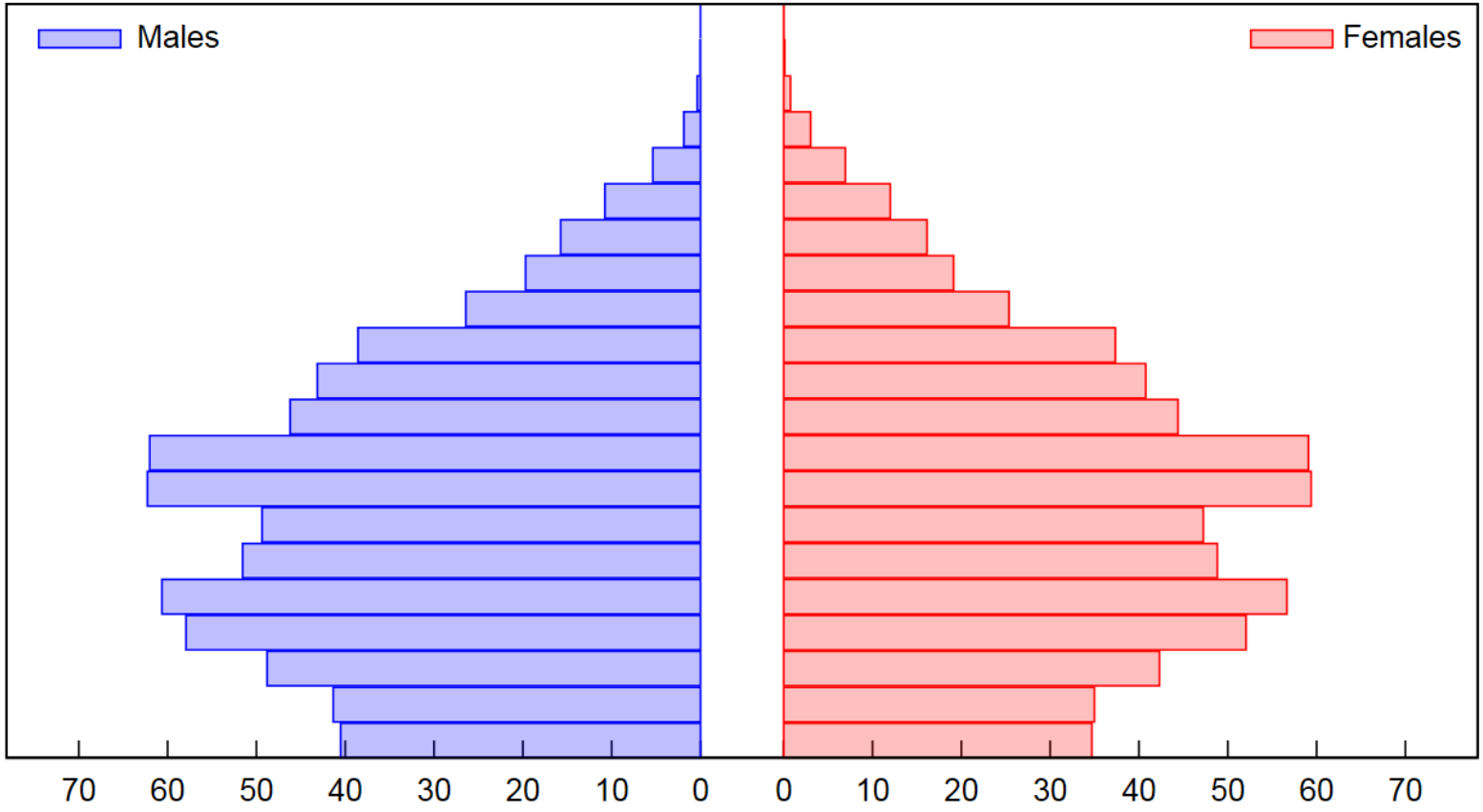
3. Generations



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4. Modularity

Image: Lego

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5. Networks

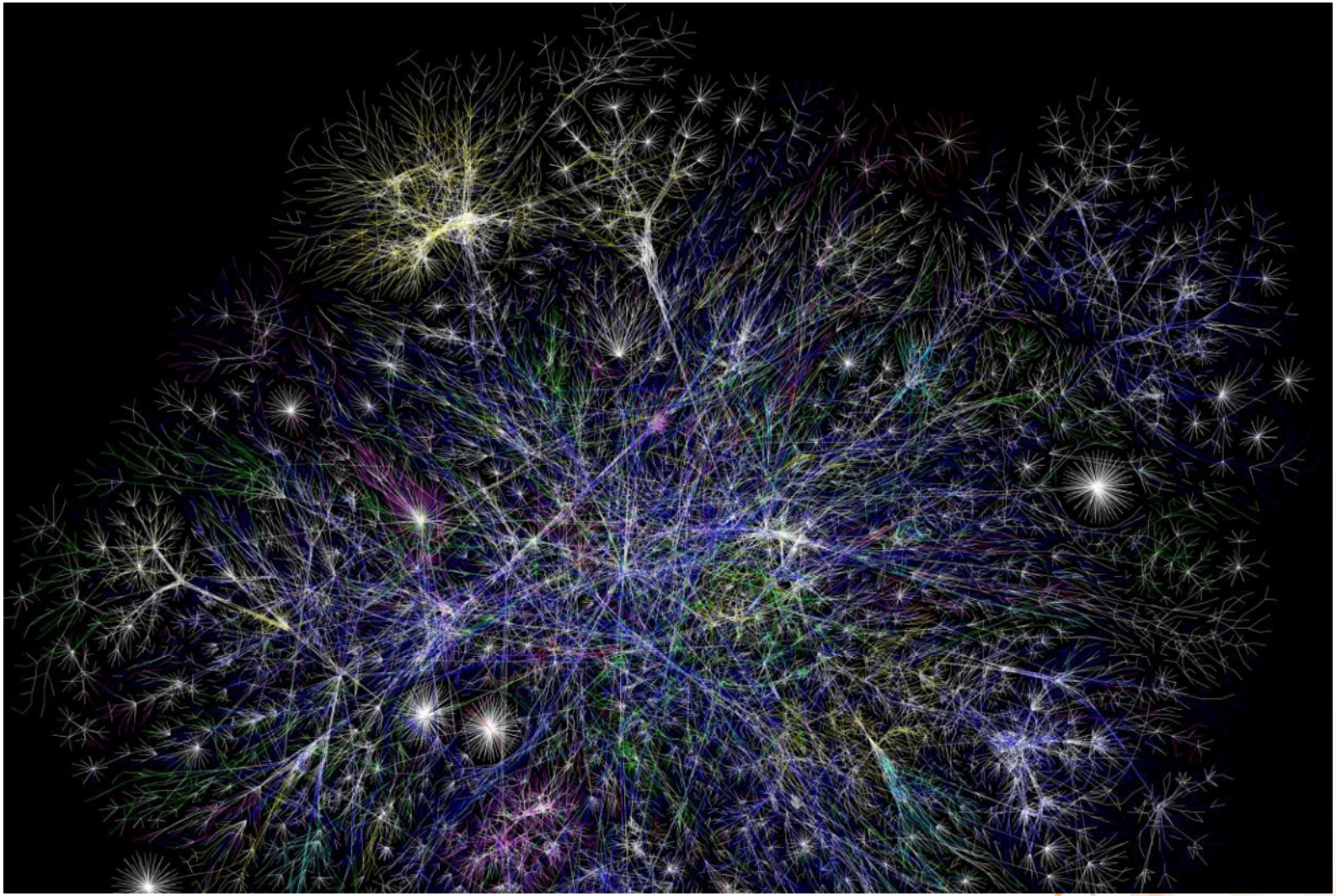

Image: Network Science

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6. Distinctiveness

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7. Financial support

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MARKETING AND ADMISSIONS FORUM

London, UK | 11 April 2014

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INTERNATIONAL CONFERENCE

FOR DEANS AND DIRECTORS

Paris, France | 28 - 30 April 2014

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