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The changing role of the marketing function in business schools

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The changing role of the marketing function

- Significant challenges and opportunities facing business schools
- Demands on marketing function growing
- A strategically important role
- Right skills and capabilities needed
- Some challenges issues to address

Strengths and characteristics of business schools

- Large student and staff numbers
- Major recruiters of international students
- Major recruiters of PG taught students
- Financially important to institutions
- Strong business links essential
- Partnerships with other departments
- Contribute to policy development

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Current challenges and opportunities for business schools

- Growing international demand for HE
- Competition – home, overseas, UG,PG
- New (and expanding) entrants to market
- Exposure to international markets
- Online, flexible and distance learning
- Alumni support
- Strategic business and international partnerships

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From Marketing to External Relations… What skills and capabilities are required?

- Positional marketing, PR for brand and reputation
- International marketing, recruitment, partnership building and PR
- Digital innovation
- Public engagement
- Fundraising and alumni relations
- Business marketing and employer engagement
- Public affairs

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Challenging issues for business school marketing functions

- Breath of responsibility and skillsets required
- International v local/regional
- Involvement in strategy and planning
- Central university marketing functions v business schools specific needs
- Academic engagement
- Making the case for investment