COMMUNICATIONS MANAGEMENT
ALL ABOUT EDUCATION

THE CHANGING ROLE OF THE MARKETING FUNCTION

Justin Shaw, Managing Director
Communications Management

BUSINESS SCHOOLS – THE DEMAND

Competition increasing
- 138 UK ‘providers’ + 1000s globally

Size growing
- Employees = 13,500
- Students = 370,000
- Graduates p.a. = 140,000

International attraction up
- 27% of international students

Income rising
- E.g. research alone = £65-million

Scope expanding
- New subject areas, research centres, delivery streams (technology)

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