

The Education Marketplace
Providing Quality Service, Value, and Customer Satisfaction
Identifying and Researching Marketing Issues
The Marketing Planning Process
Analyzing and Adapting to the Environment
Defining Institutional Resources and Direction
Formulating Market Strategy
Measuring and Forecasting Market Size
Segmenting, Selecting, and Appealing to Markets
Understanding Consumers
Designing Educational Programs
Pricing Educational programs
Delivering Educational Programs and Services
Communicating with Markets
Attracting and Retaining Students
Attracting Resources
Evaluating Marketing Performance

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