

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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