The Guardian
HE Summit 2008:
The Business of Higher Education
11th and 12th February 2008
QEII Conference Centre, London

Total marketing

The new agenda

Rosemary Stamp
Director: Stamp Consulting
rosemary.stamp@stampconsulting.co.uk
+44 (0) 7970 209 470

STAMP CONSULTING
www.stampconsulting.co.uk

The agenda…

Sector developments, challenges and trends that:

- Change the dynamics of marketing
- Increase its remit, scope and responsibilities
- Heighten demands made upon it…

STAMP CONSULTING
www.stampconsulting.co.uk

Increasingly beyond the control of marketing…

- Communications which drive stakeholder perceptions
- User-generated content
- Major outsourcing initiatives:
  - Facilities; T and L

Implications?

- Increase demands on:
  - Reputation management
  - Stakeholder expectation management
- Impact upon student experience
- Resource: staffing and expertise

Private firms tighten grip

INTO
UNIVERSITY PARTNERSHIPS

STAMP CONSULTING
www.stampconsulting.co.uk

Staff recruitment and retention

- Relationship between:
  - Reputation, student experience & staff
- Staff disenfranchisement
- The challenge to attract and retain staff

Implications?

- Marketing's contribution to the strategic agenda
- Managing employer brand
- Cross-border marketing:
  - "total marketing" management
- Understanding, articulating the "total" proposition

STAMP CONSULTING
www.stampconsulting.co.uk

New factors in student choice and decision making

- A menu of many countries increasingly available
- Exposure to different academic contexts…

Implications?

- Changes how organisations need to recruit, plus deliver T and L
- The rise of realistically integrated global marketing
  - Need for integrated strategy

STAMP CONSULTING
www.stampconsulting.co.uk

Business sustainability…

- Commercial success an imperative
- Third arm activity; spin-outs etc
- "New" league table agendas

Implications?

- Business focus across the organisation
- Strategic market intelligence
- Reduction of planning horizons
- Coherent, integrated marketing activity and planning
- Delivery upon strategic plan
- Demand for realistic KPIs and evaluation of RoI:
  - For the marketing function and its activities

STAMP CONSULTING
www.stampconsulting.co.uk