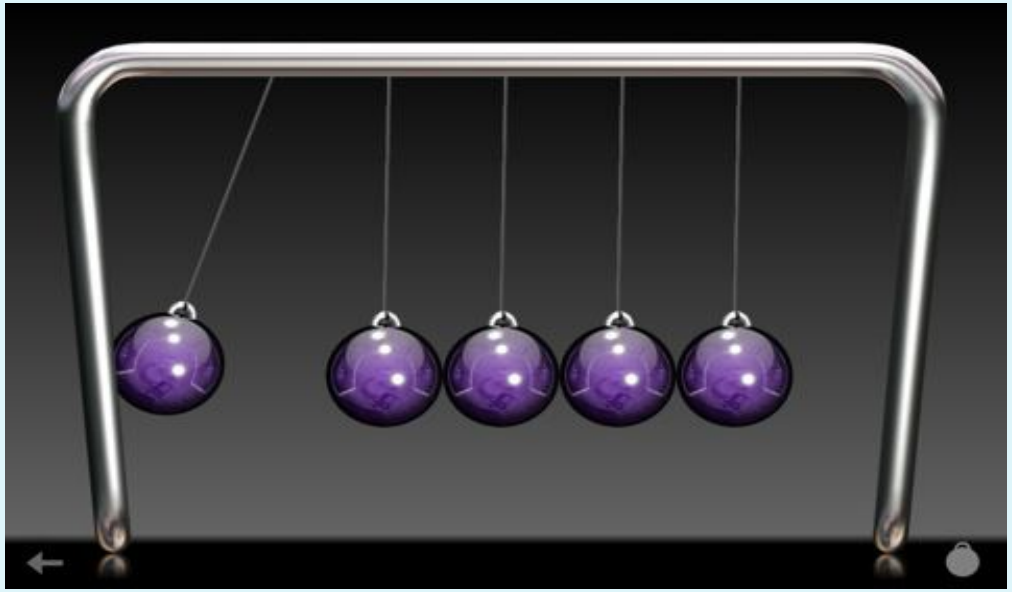
When marketing and education collide



It is big enough to warrant attention

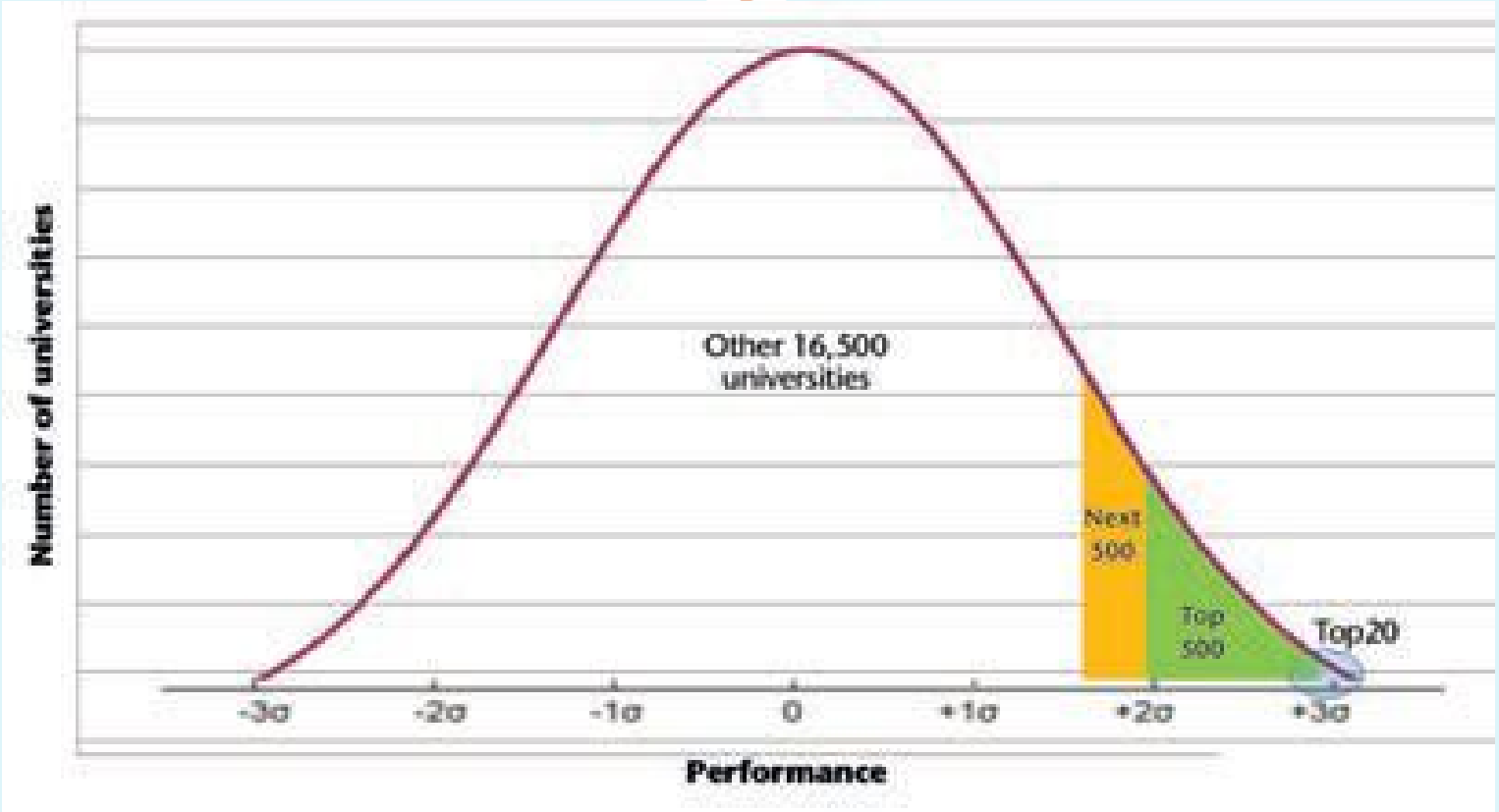
- Total higher education expenditure for OECD countries $1,402,804,000,000 (OECD, 2011)

- Total estimated student enrolment estimated at 159m, (UNESCO Institute for Statistics, 2010)

Lippman and Hearne Report

- USA College spending is real terms is about 100% up in 10year (2009), student number up 40%
- About 0.5% of revenues spent
- For-profit up to 40%
- Commercial 4-12%
- Estimate UK spend over £500 million

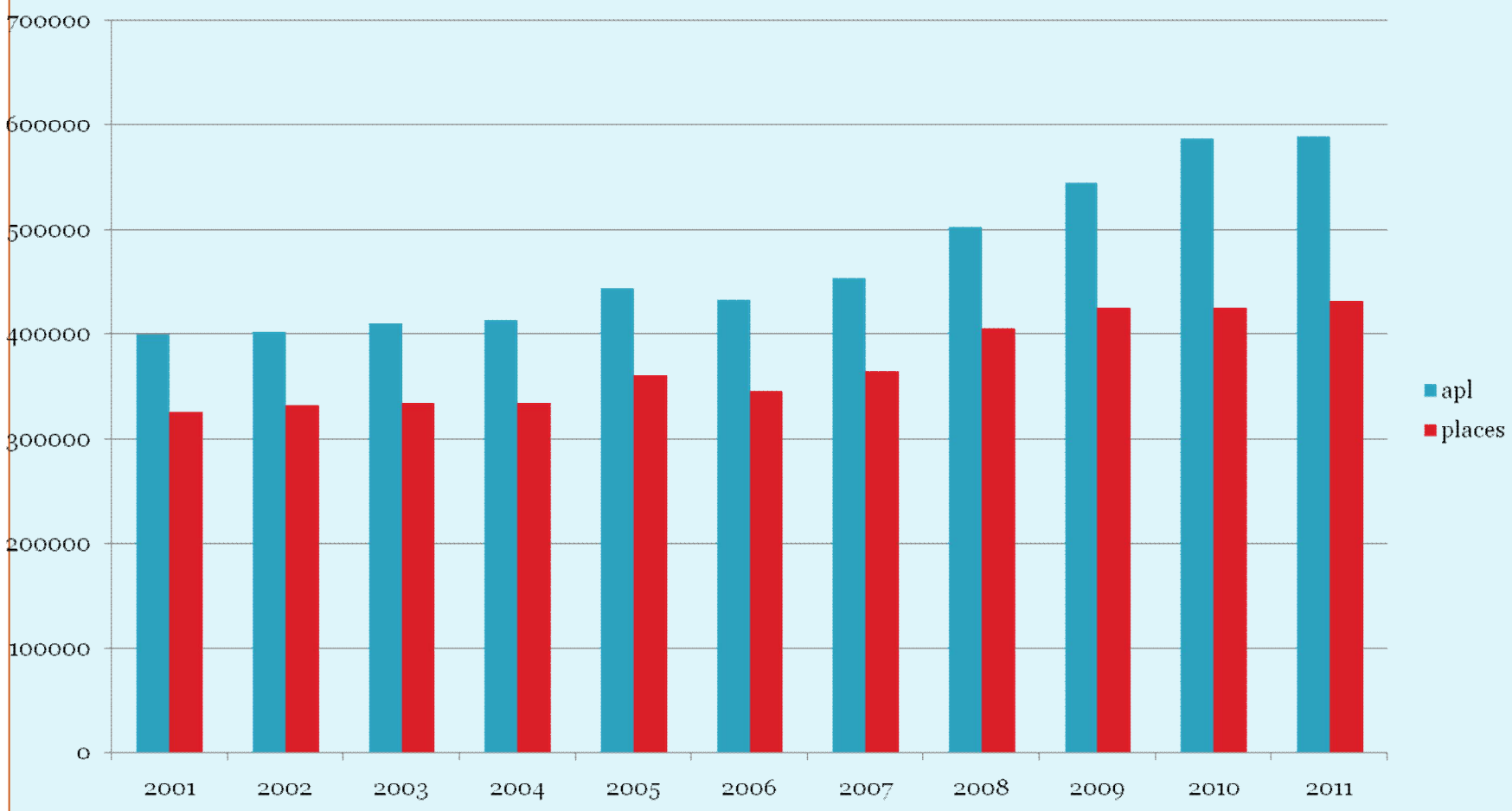
Global Rankings



It would be difficult to argue that the benefits offered are greater than the negative effects (EUA)

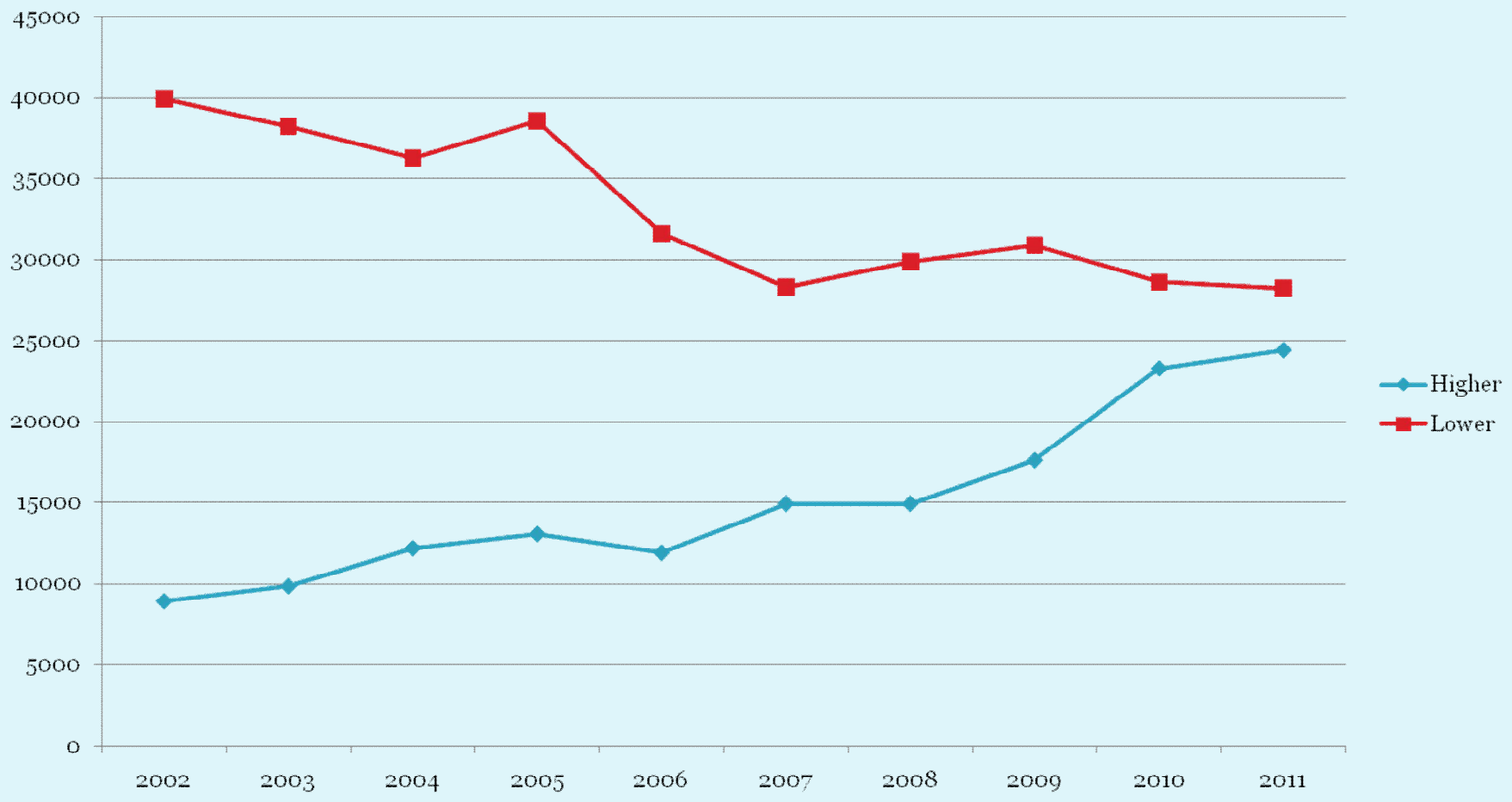
A look at the UK

Excess Demand over supply- Marketing socially wasteful from a welfare-economic perspective?

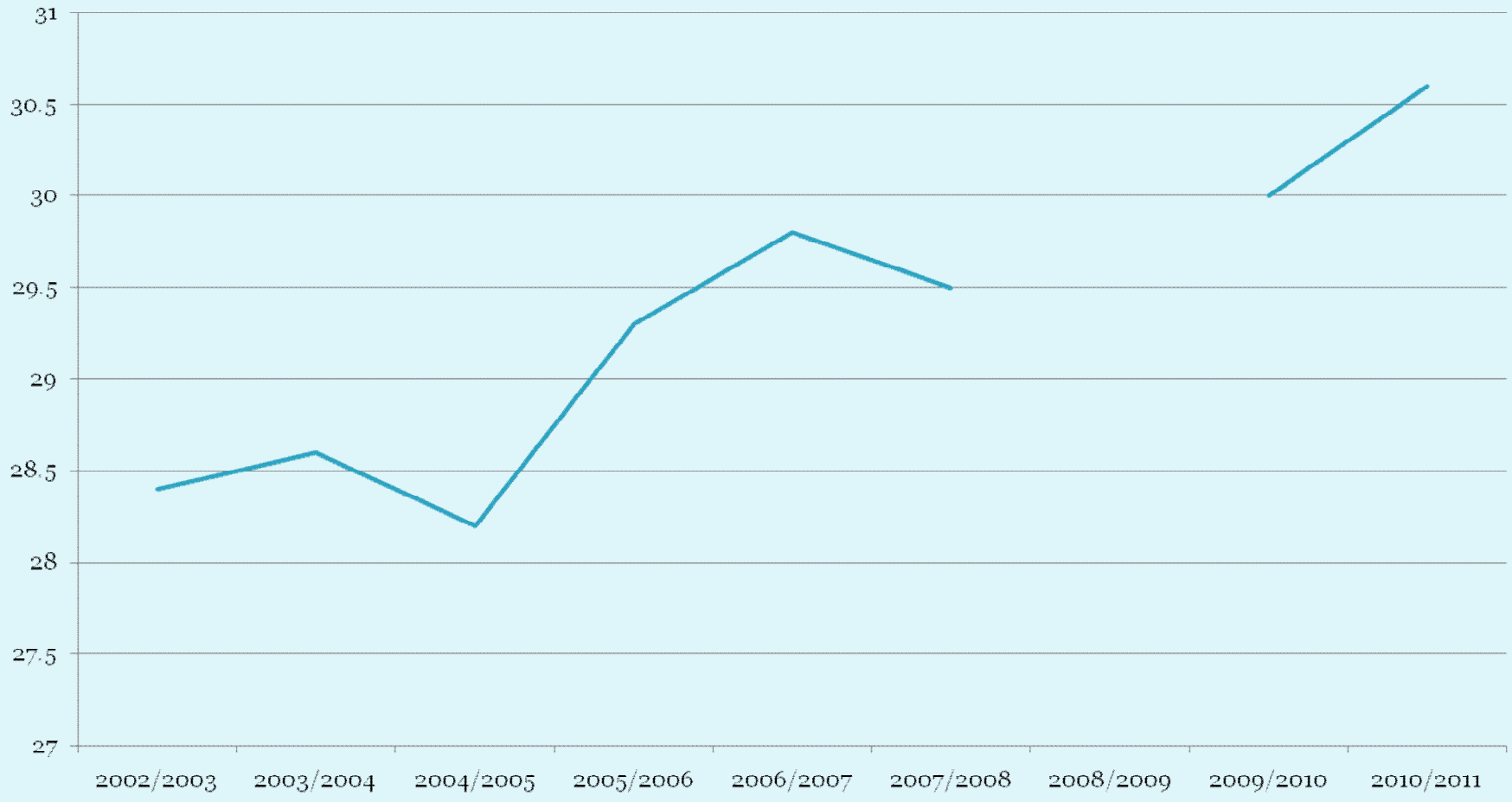


Shifts in entrance tariff point

Higher (540+)
Lower (180-239) (UCAS)



Percentage of young full-time first degree entrants from NS-SEC Classes 4, 5, 6 or 7 (HESA)



Growth of managers in HE

Higher Education Staffing - Changes in Selected Employment Categories 2004/05-2010/11							
Category	***2004/05***			***2010/11***			
	Part-time	*Full-time*	*Total*	*Part-time*	*Full-time*	*Total*	*Increase*
Managers	1010	11265	12275	1886	14515	16401	*33.61%*
Media/PR	1130	3790	4920	1565	4595	6160	*25.20%*
Academic professionals	51030	109625	160655	63065	118120	181185	*12.78%*
Total Students			2236265			2501295	11.85%

Source: HESA

What is promised

- *It [higher education] educates the intellect to reason well in all matters, to reach out towards truth, and to grasp it.(J. H. Newman)*
- *A genuine higher learning is subversive in the sense of subverting the student's taken-for-granted world, including the world of endeavour, scholarship, calculation or creativity, into which he or she has been initiated (Ron Barnett)*
- Higher education has a fundamental value in itself and our universities are, in many ways, world-class: in research; in attracting international students; and in contributing to the economy

Market signalling is for a process not an end

- National Satisfaction Scores
- Jobs
- Salaries
- Rankings
- Value for money determined like the thickness of a book

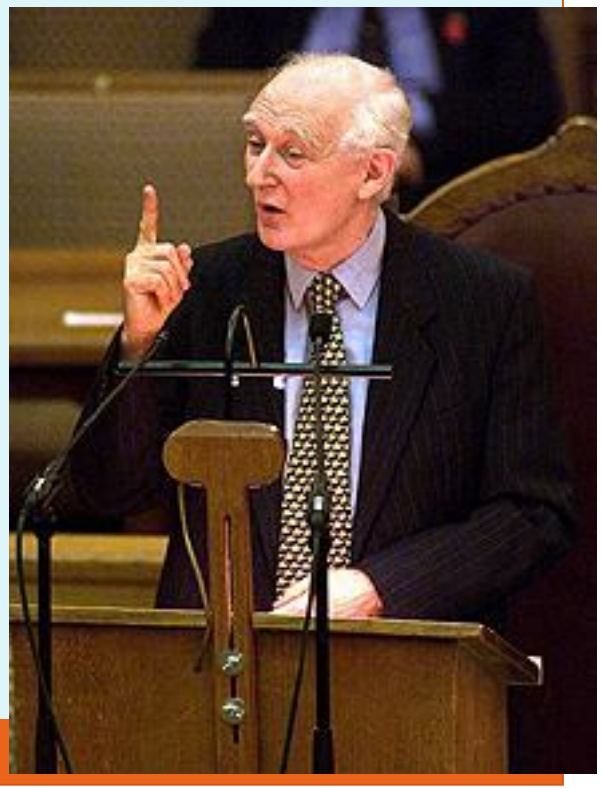
Broken Promises?

Labour market conditions affect the extent to which employers retain the value added by employees, and an increase in the supply of graduates relative to demand will

also increase the share employers

keep by bidding down their wages.

(Dearing, 1997: Report 12, Annex 5)



The challenge of Temporalities

- ACADEMICS
- Reduction in ‘timeless’ time
- Affects research by accelerating the pace of work
- Decreasing autonomy over time management,
- Short-term projects
- Increase time pressure for product to market
- STUDENTS
- Modulisation
- E-learning for 24/7 convenience and access
- Demand of immediacy of consumption
- Boredom

Issues

- The university might resist marketing and its magnetism in drawing education into the mundane by guarding against the persuasiveness of its own advertising content.
- The desire to resist must be set in its mission as one of transcendence (only three USA universities mention wisdom in their missions).
- Marketing needs to find alternative ways of engaging students, interesting them in the potential of life changing experiences which will challenge their stance on their own becoming
- Information that is inherently exciting and truthful is the basis of this route not the embracing of images better suited for ice-cream and alcohol advertisement.
- It must above all else remember it is about edifying and that its academic do that!

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