

Effective Positioning & Pricing in Higher Education

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If we want to change our reputation we must stand for something that is clear and distinctive....





- **Gherman Titov** was a Soviet cosmonaut and the second man to orbit the Earth

The 49th Prime Minister



University of
Leicester





Flight of the Conchords

"Formerly New Zealand's fourth most popular guitar-based digi-bongo acapella-rap-funk-comedy folk duo"

- “Ranked in the top 17 Politics departments in the UK”



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**Out of your mind
Who owns mental health?**



**World record
Mapping Hispanic America**



News

Good news for Birkbeck in RAE league tables

New PhD sees scientific cross-over

Birkbeck research leads Times Higher Education

Events at Birkbeck



The UK's European university

Canterbury Medway Brussels Tonbridge Paris

Studying at Kent

- Courses and studying
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- International students
- Why study at Kent
- Schools and colleges



Course finder



Open and Visit Days



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University information

- Research
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- About Kent
- Arts and leisure
- Maps and directions
- Alumni
- News, press & media
- Departments & people
- Job opportunities
- Conferences & groups

What's on

3 Nov - Seminar
Towards a Green Spirituality?

4 Nov - On campus
Talk and Walk: The Canterbury Labyrinth

[Full guide to What's on](#)

Latest news

Wain Medal Lecture to explore relationship between bacteria and their environment

Scientists demonstrate success and potential of 'genetic MOT'

University notice



Swine flu
Information

Kent spotlight



Kent's world-leading research recognised in Research Assessment Exercise 2008



Video: come and see what makes us a top UK university



New £1,000 postgraduate scholarships for 2009 Kent graduates

Getting Started:
New students



Student Portal:
Current students



Campus Online:
Staff



About the University >>

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“Elite without
being
elitist...”

Times Higher Education
Winners Brochure

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**New flying reptile
discovered**

**Public lecture by Canon
Andrew White**

Outstanding student support



THE UNIVERSITY OF THE YEAR 2008/9

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Job Vacancies >

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Concept 1: Services Marketing Mix

A concept that market attractiveness is determined by seven variables

- Product
- Price
- Promotional Strategy
- Physical Surroundings/Packaging
- Place & Distribution
- Process
- People

Concept 2: Positioning

- the process by which marketers try to create an identity in the minds of their target market for their product, brand, or organisation.
- Positions need to be clear, simple, distinct and consistent across the mix

Concept 3: Price Elasticity

- The concept that demand is responsive to price (usually in a negative way)

Browne

- “No single fixed price for higher education”
- Reduced restrictions on the numbers institutions can admit
- Strong measures to improve access
- Reduction in block grant links student choice, “quality”, price and income

Flight to Perceived “Quality”?

Change in Share of Preferences if cap lifted and all price to cap

Price @	£4,000	£5,000	£6,000	£7,000	£8,000	£9,000	£10,000
Post-92 University	-14%	-28%	-51%	-61%	-71%	-72%	-73%
1994 Group University	-13%	-24%	-34%	-36%	-42%	-42%	-43%
Russell Group University	-10%	-7%	-10%	-5%	-6%	-6%	-6%
Oxbridge	+7%	+10%	+15%	+16%	+17%	+17%	+17%
Reject University	+27%	+38%	+57%	+63%	+65%	+65%	+65%