

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





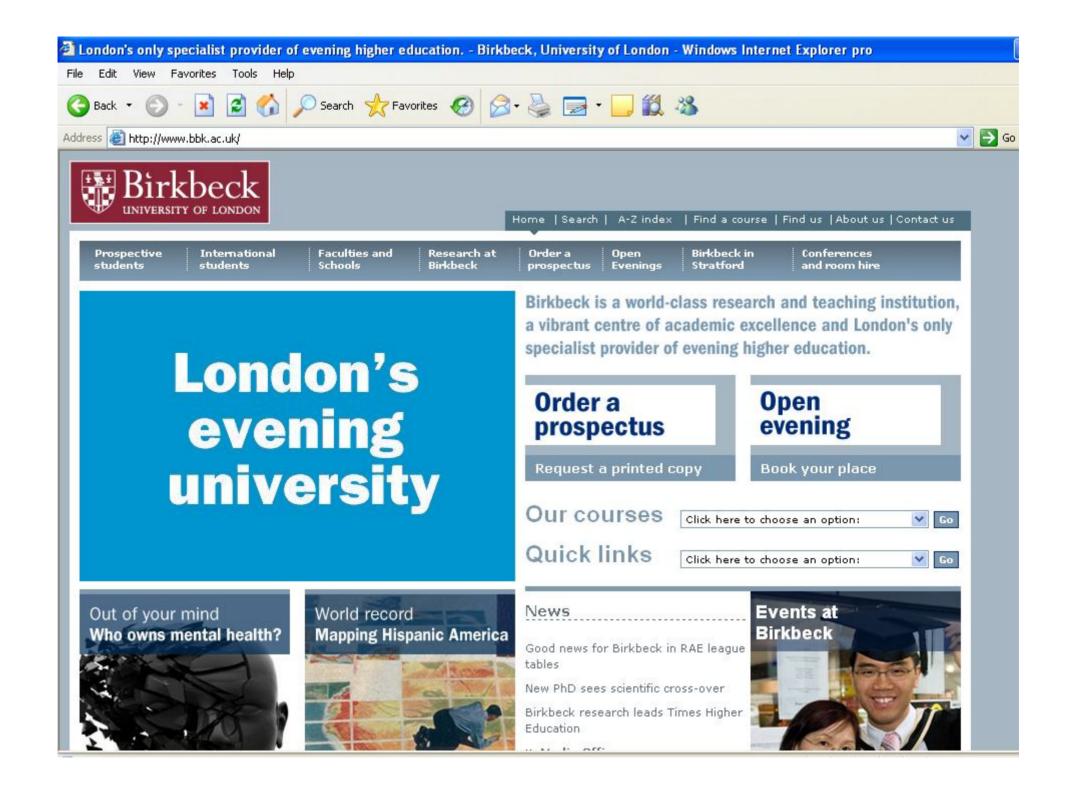




Flight of the Conchords "Formerly New Zealand's fourth most popular guitar-based digibongo acapellarap-funk-comedy folk duo"



 "Ranked in the top 17 Politics departments in the UK"







Study

Research

Business

News

Locations

Alumni

Departments

AAA

The UK's European university

Canterbury Medway

Brussels Tonbridge Paris



Studying at Kent

- Courses and studying
- > Scholarships, fees and funding
- → The UK's European university
- International students
- > Why study at Kent
- > Schools and colleges



Course finder



Open and Visit Days



Order a prospectus

University information

- → Research
- → Business services
- > 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

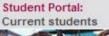


Video: come and see what makes us a top UK university



New £1,000 postgraduate scholarships for 2009 Kent













Times Higher Education Winners Brochure

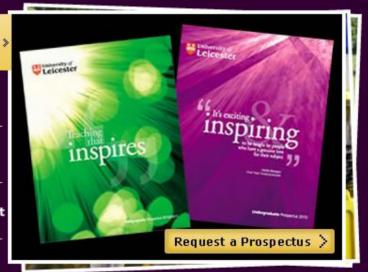
Request a Prospectus

University of Leicester

New flying reptile discovered

Public lecture by Canon Andrew White

Outstanding student support



THE UNIVERSITY OF THE YEAR 2008/9

Request a Prospectus Current Students and Staff Academic Departments Library 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%