



THE STATE OF HIGHER ED MARKETING AT A GLANCE

infographic

Presented by Marketing Wiz

At a time when colleges and universities are in the midst of a great transformation, marketing is more important than ever. Marketing will play a major role in shaping the future of higher education. The results of this study indicate that there is still a lot of work to do.



50%

of Survey Respondents **agree** with the statement:

"Others around campus generally think that the marketing department's primary role is to produce brochures."



1/3

of Colleges and Universities have **not defined** their institutional **brand strategy**



While most colleges and **universities around campus have a centralized marketing department**, other staff members perform similar functions at a range of units around campus.



3/4

of masters-level and baccalaureate colleges have **marketers who work outside the central marketing division**

THE CHALLENGE

Colleges and universities are looking to recruit talent with experience from industries outside of higher education. The hope is to establish cultures that inspire faculty and staff to promote brand values.



2/3

of Marketing Chiefs **disagree** with the statement that orientation for new faculty and **staff includes education about the institutions brand**



Higher education is not developing its own marketers from within. A significant number of Chief Marketing Officers have previously worked in fields other than higher education.

Percent of respondents by institution type that have previously worked in higher ed marketing:

7%



Doctoral-granting Universities

18%



Master's Level Colleges and Universities

23%



Baccalaureate Colleges

Marketing is about values.

We believe that people matter and that great brands operate with a deep sense of purpose which make it possible for them to improve the lives of others in some large or small way.

Marketing Wiz provides consulting, management, communications and data visualization services for high-tech academic marketing initiatives.

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connecting brands + people

To request case studies or to learn more about our work in education marketing, please visit our website.

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SOURCE



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