

Frank Discussions about higher education

Marketing: pariah or Prodigal?

Marketing has never been more important, but the chances are your academic colleagues just don't see things the same way. So how do you get marketing on everyone's agenda?

The world of higher education has never stopped moving. And after decades of change, the sector is in the jaws of the greatest change yet. It's survival of the fittest, a battle for students, a strike for the 'right' students and a crusade to reach out into the international market. It's never been more important to be clear about your strengths and communicate them well, and to find the shortest distance between your message and its audience. With all the to-do, you'd expect marketing to be the most valued discipline in the institution, but all too often, this couldn't be further from the truth.

So how do you get your non-marketing colleagues to take you and your discipline seriously? And when you do, how can you be sure they'll give you the space and support you need to do your job well?

We have a point of view. You'll have some bright thoughts. Join us at our next Frank Discussion and see whether we're able to arrive at some answers.

What

For more information and to book your place, phone Michael Coleman on **020 7566 4900** or email **m.coleman@frankbrightabel.com**

Where and when

Friday, 8 November, 8.15am for 8.30 start, 10am finish
Frank, Bright & Abel, 93 Tabernacle Street, London EC2A 4BA

Breakfast provided