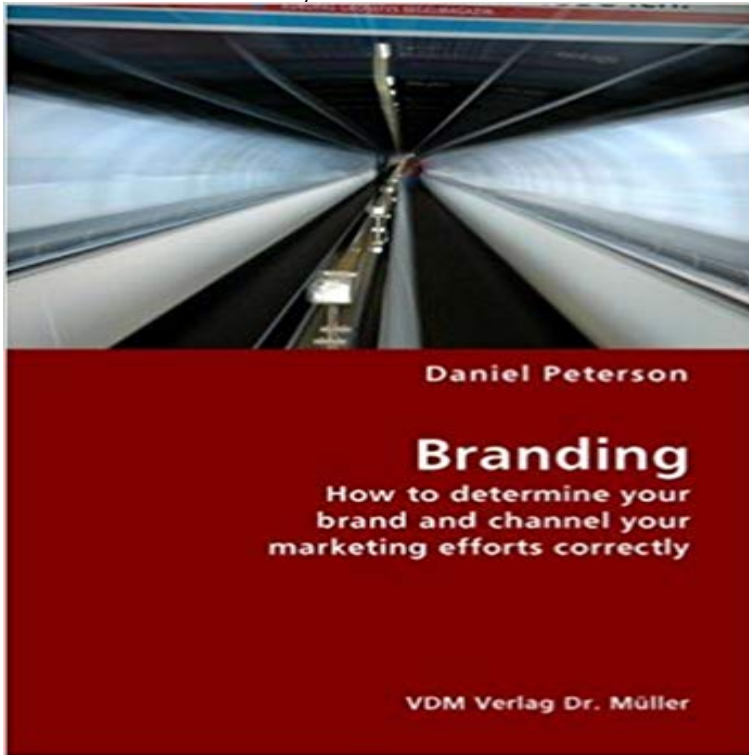


Branding- How to determine your brand and channel your marketing efforts correctly



With limited advertising and marketing budgets and an over communicated world, finding a niche or a unique differentiator for a university has become crucial. This statement will be supported by the research from Jack Trout and Al Ries in their many books on Positioning. In addition, some journal articles and textbooks by Phil Kotler, D. Akers, and others support the need for differentiating your product or service. Finally, some research on the limited and decreasing state funding going to universities, administrators are finding ways to become more efficient and effective; sometimes by streamlining their program offerings etc.

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