

Marketing & Branding University Academic Programs

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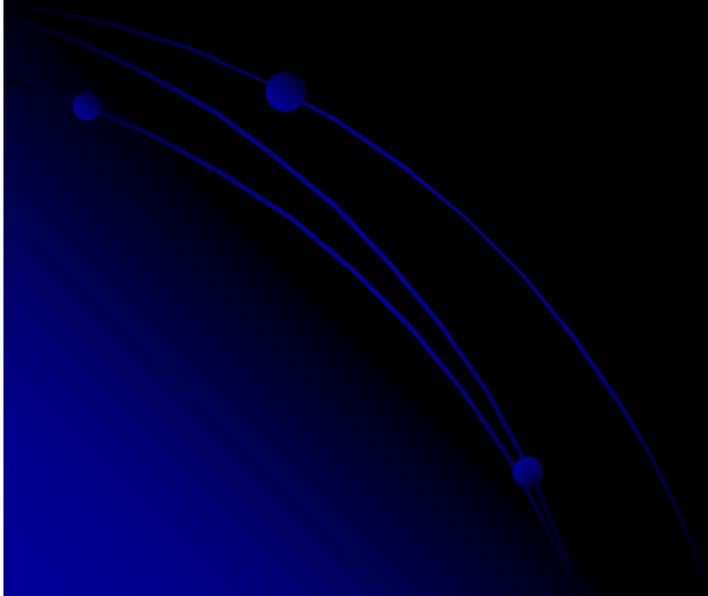
Marketing Consultant

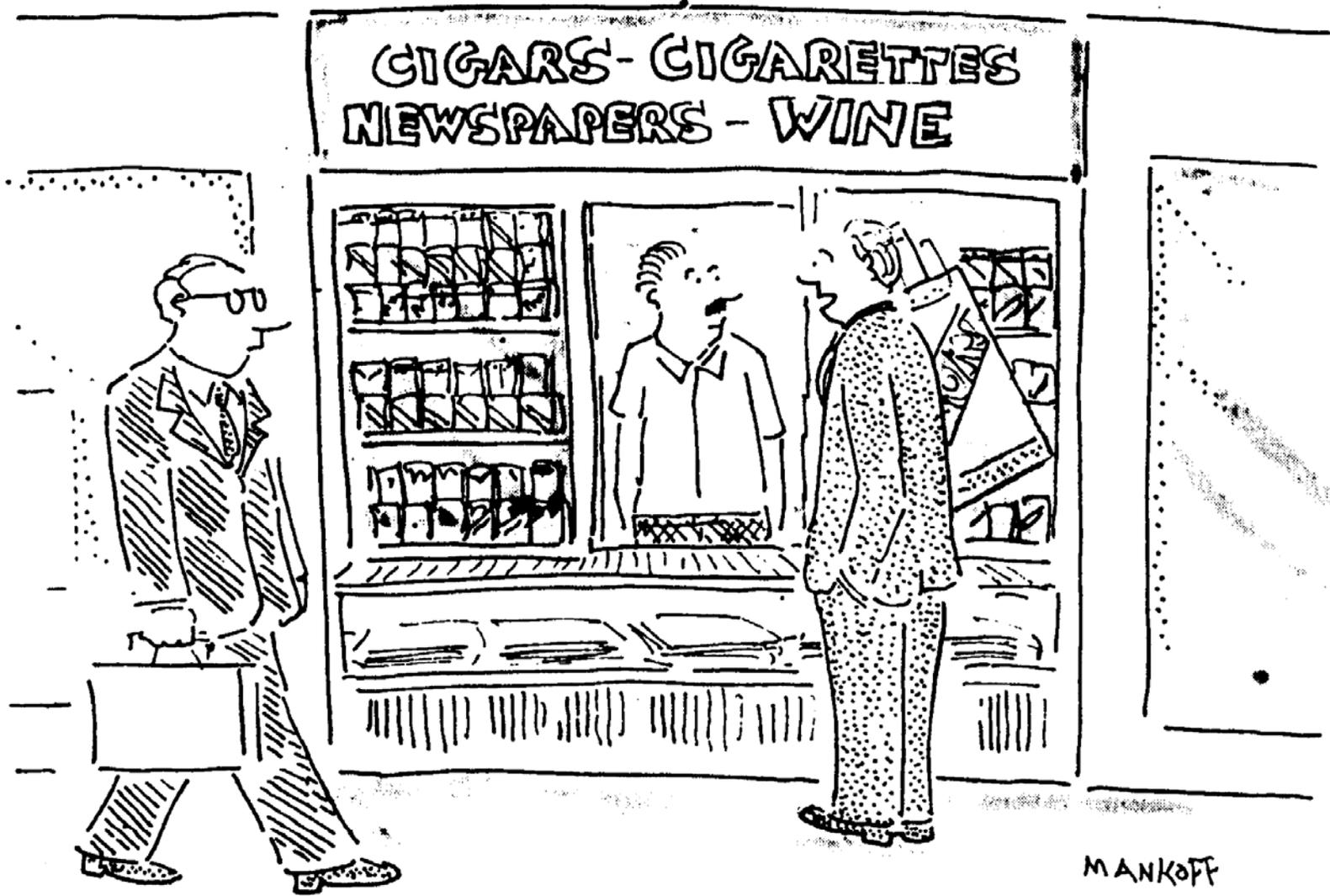
September 14, 2005



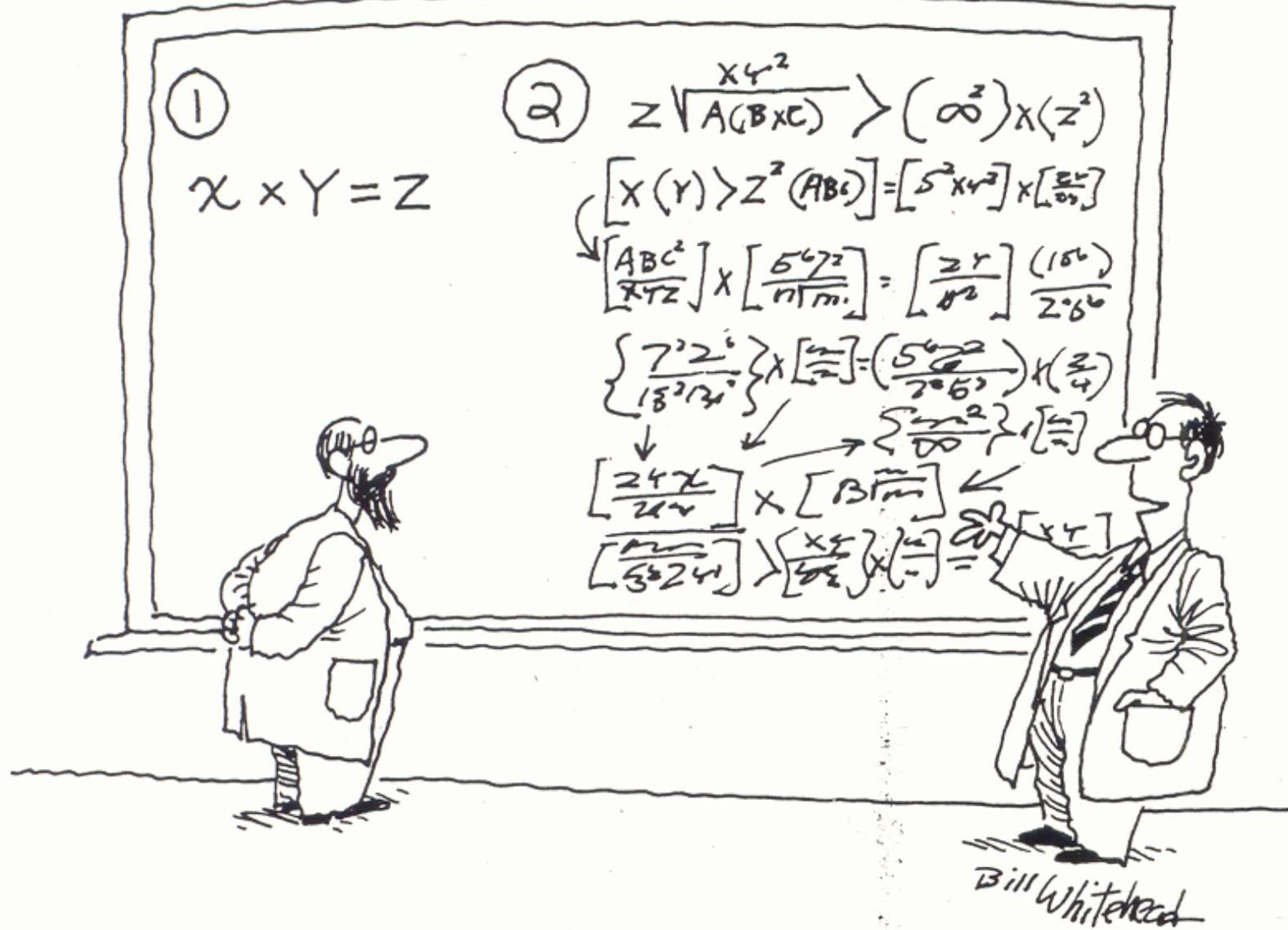


Foundation Concepts of Marketing & Branding





"Oh, just give me a bottle of whatever the guys in marketing are targeting for jerks like me."



①

$$X \times Y = Z$$

②

$$Z \sqrt{\frac{X^2}{A(BXC)}} > (\infty^2) \times (Z^2)$$

$$\left[X(Y) > Z^2(ABC) \right] = \left[5^2 \times 4^2 \right] \times \left[\frac{2^2}{3^2} \right]$$

$$\left[\frac{ABC^2}{XYZ} \right] \times \left[\frac{5^2 7^2}{11^2 m} \right] = \left[\frac{2^2}{8^2} \right] \frac{(15^2)}{2 \cdot 6^2}$$

$$\left\{ \frac{7^2 2^2}{18^2 14^2} \right\} \times \left[\frac{m}{-} \right] = \left(\frac{5^2 2^2}{7^2 6^2} \right) \times \left(\frac{2}{4} \right)$$

$$\left[\frac{24^2}{24^2} \right] \times \left[\frac{13^2 m}{-} \right] \leftarrow \left\{ \frac{m^2}{\infty} \right\} \times \left[\frac{m}{-} \right]$$

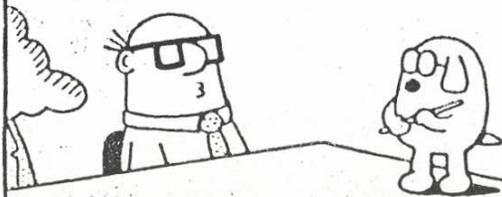
$$\left[\frac{m}{5^2 24^2} \right] \times \left[\frac{X^2}{5^2} \right] \times \left[\frac{m}{-} \right] = \frac{2^2}{3^2} \times \left[\frac{m}{-} \right]$$

Bill Whitehead

"The first equation is the formula for our new product. The second one is the formula for marketing it."

DOGBERT THE CONSULTANT

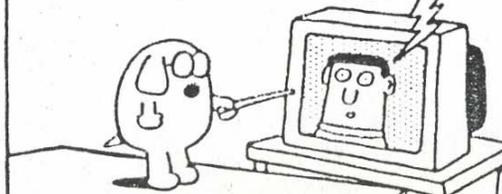
OUR TARGET MARKET IS THE GULLIBLE MORON SEGMENT.



www.dilbert.com scottedams@aol.com

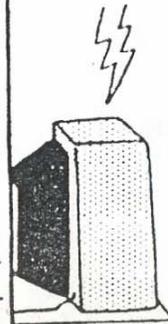
OUR COMMERCIALS WILL FEATURE AN ACTOR WHO SEEMS SINCERE.

I CARE ABOUT THE RAIN FOREST... AND YOU.



0/28/98 © 1998 United Feature Syndicate, Inc.

I LIKE KITTENS ... AND YOU.



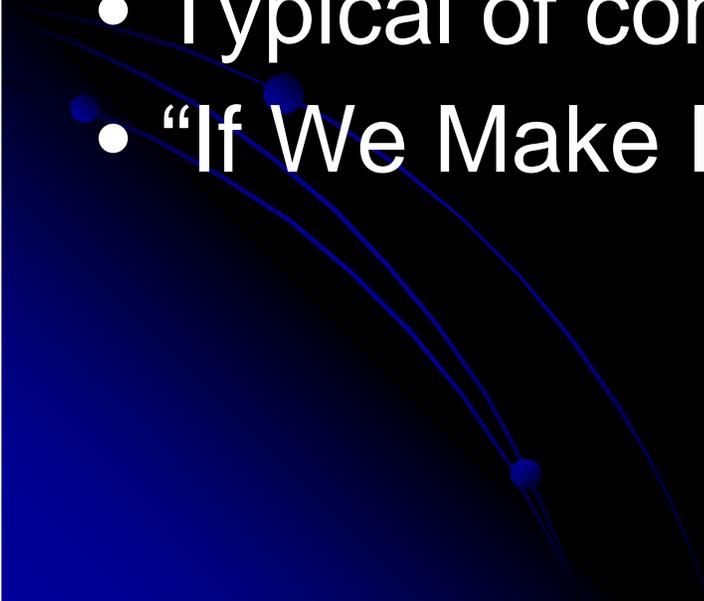
WOW... WE MADE IT INTO HIS TOP TWO.



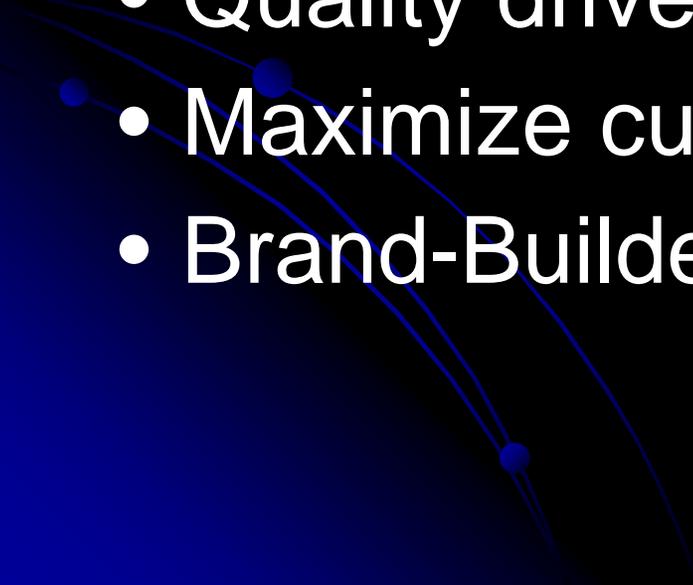
Core Marketing Concepts



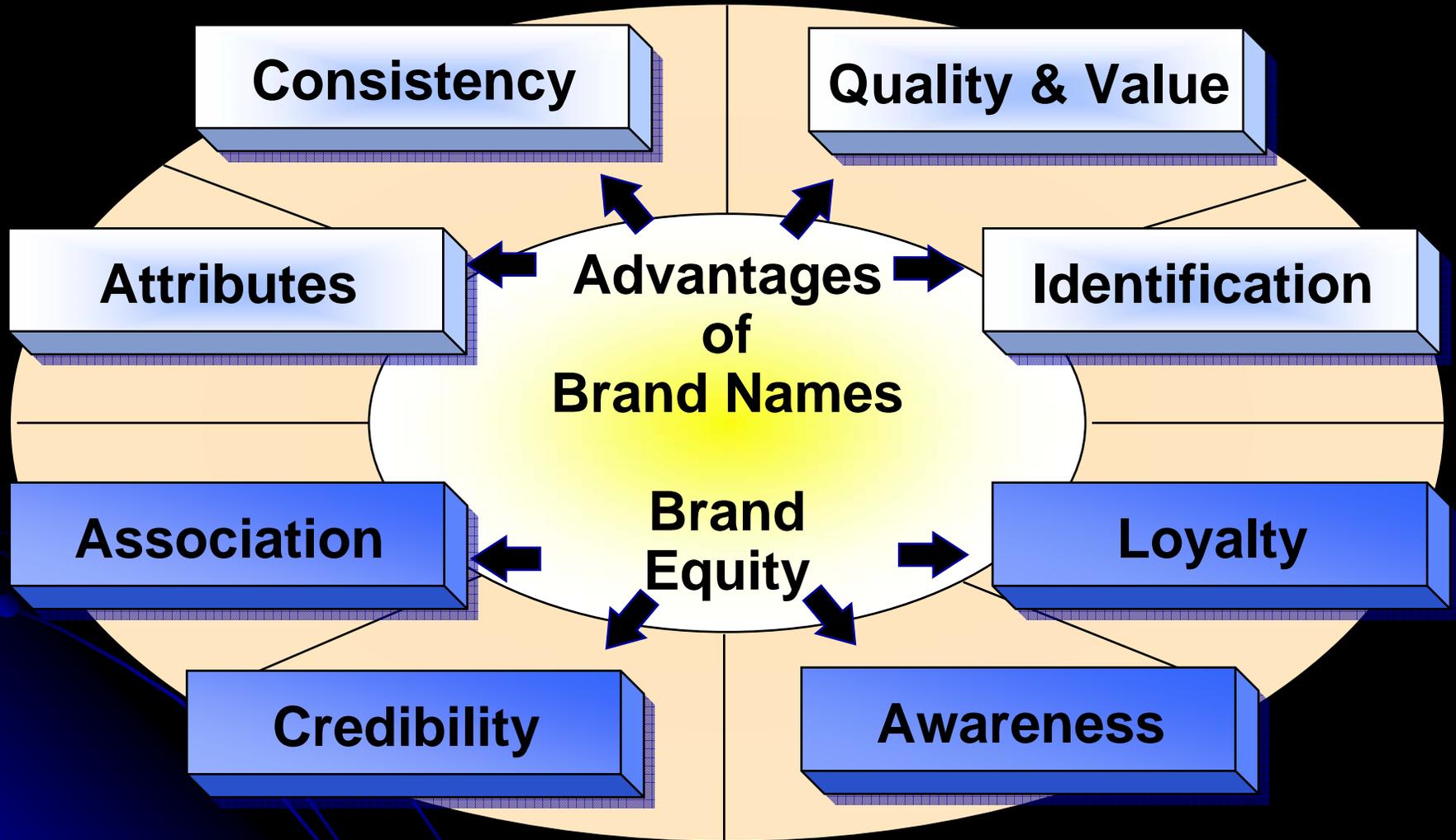
Production Orientation

- Selling what you make – “push” approach
 - Not customer oriented
 - Production volume driven
 - Maximize operating capacity
 - Typical of commodity products/services
 - “If We Make It, They Will Buy It”
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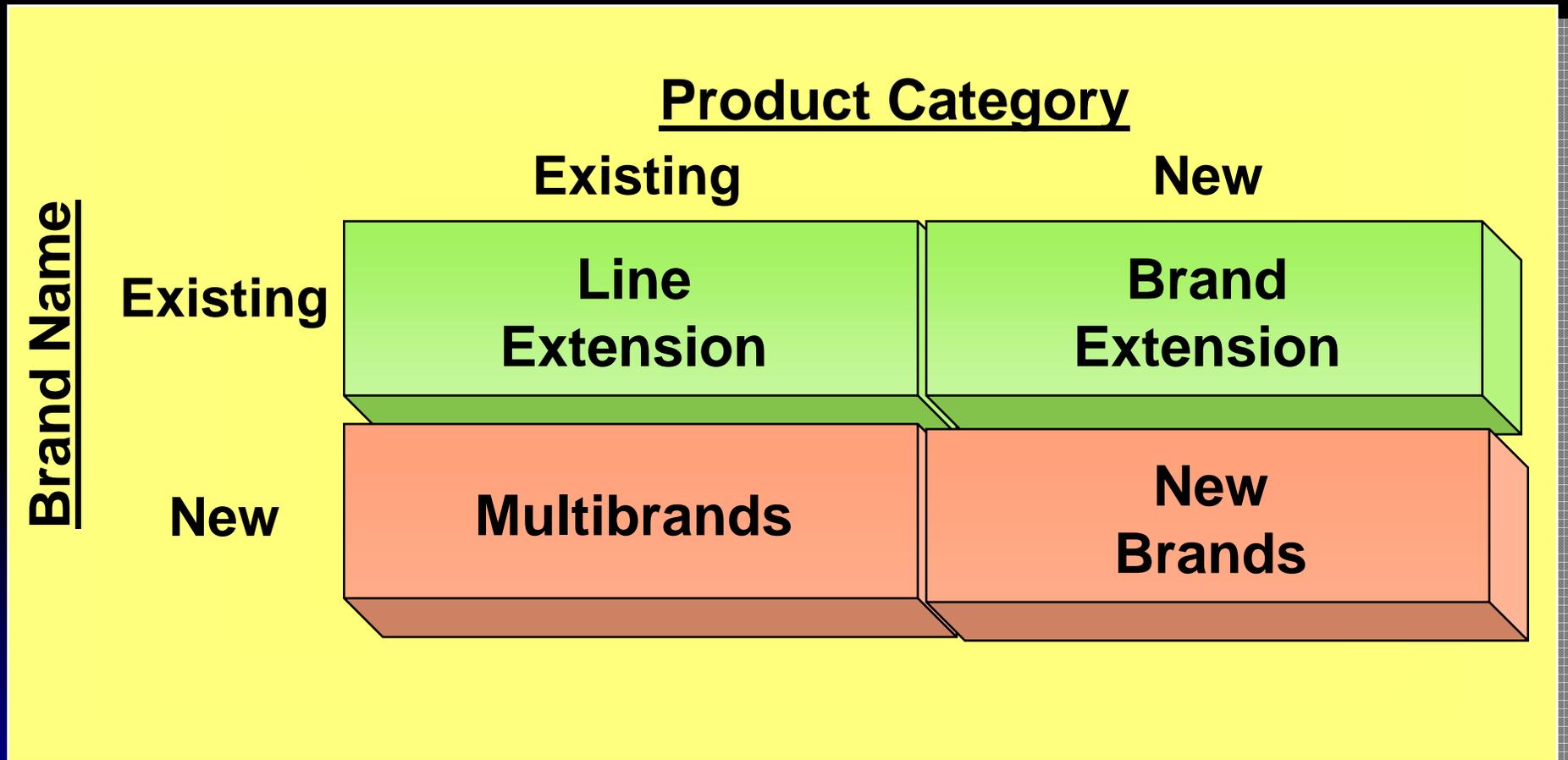
Marketing Orientation

- Selling what the market demands – “pull” approach
 - Customer-centric → solves a problem
 - Features & benefits
 - Quality driven
 - Maximize customer value
 - Brand-Builder Mentality
- 

Brands & Branding



Brand Strategy



Brand Strategy

Line Extension

- Existing brand names extended to new forms, sizes, and flavors of an existing product category.
 - Food & Beverage – soft drinks, cereal, coffee, beer, Tabasco Sauce, tuna fish in a bag
 - Automobiles – new models
 - Household – laundry detergent, shampoo, appliances

Brand Extension

- Existing brand names extended to new product categories.
 - Harley Davidson cigarettes
 - RealLemon candies
 - Reese's Peanut Butter

Brand Strategy

Multibrands

- New brand names introduced in the same product category.
 - Arbor Mist
 - Mini-Cooper
 - Hagen Dazs

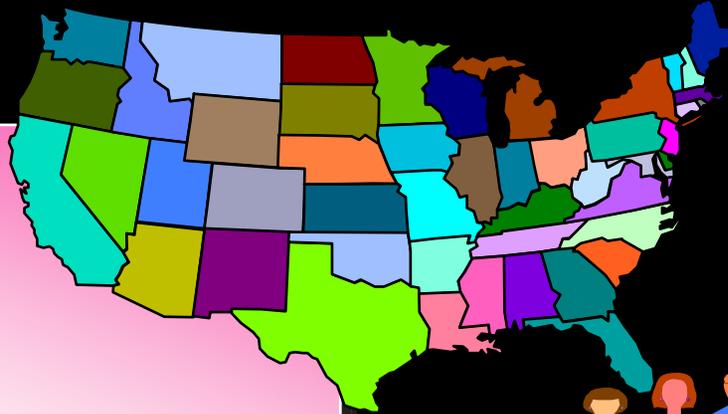
New Brands

- New brand names in new product categories.
 - Swiffer
 - Cartridge razor blades

Market Segmentation

Geographic

Nations, states,
regions or cities



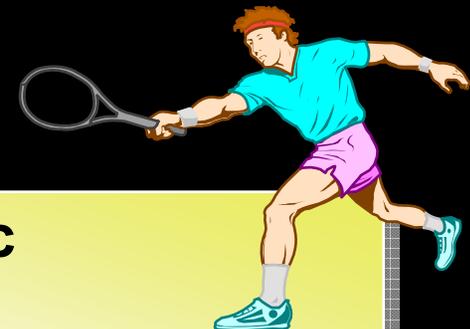
Demographic

Age, gender, family
size and life cycle,
or income



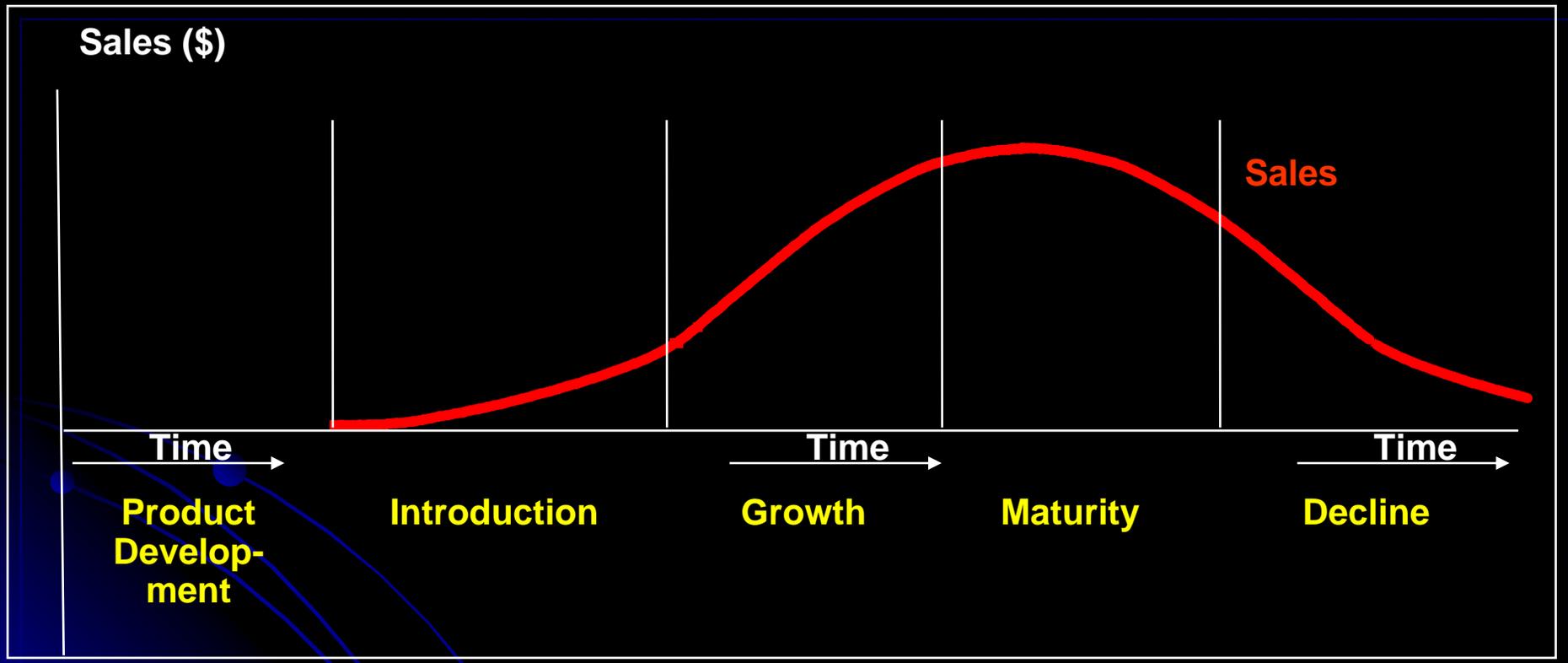
Psychographic

Social class, lifestyle,
affiliations, or personality



Product Life Cycle

Sales Over a Product's Life From Introduction to Decline



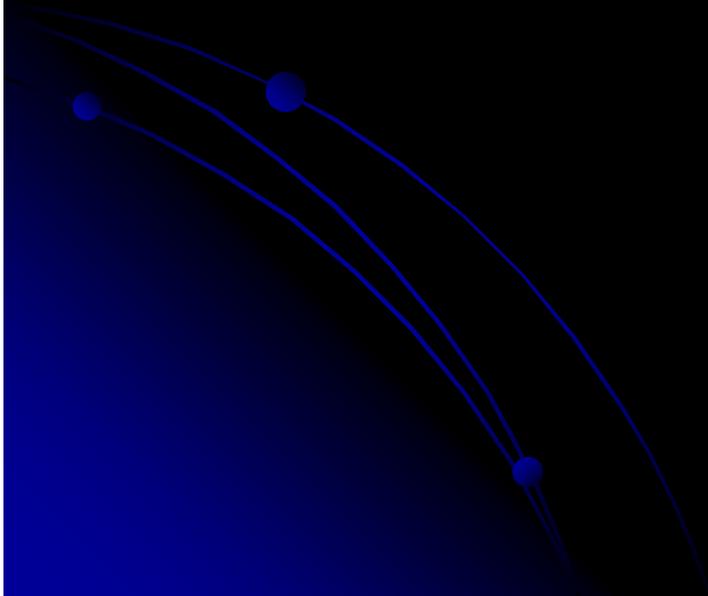
Public Relations

1. Building good relations with various stakeholders.
 2. Obtaining favorable publicity.
 3. Building up a good “corporate image”.
 4. Handling or heading off unfavorable rumors, stories and events.
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Major Public Relations Tools



Marketing & Branding Academic Programs



Programmatic Strategies

Basic Academic Programmatic Strategies

**Generalist
Programs**

**Focused
Programs**

**Mixed
Strategy**

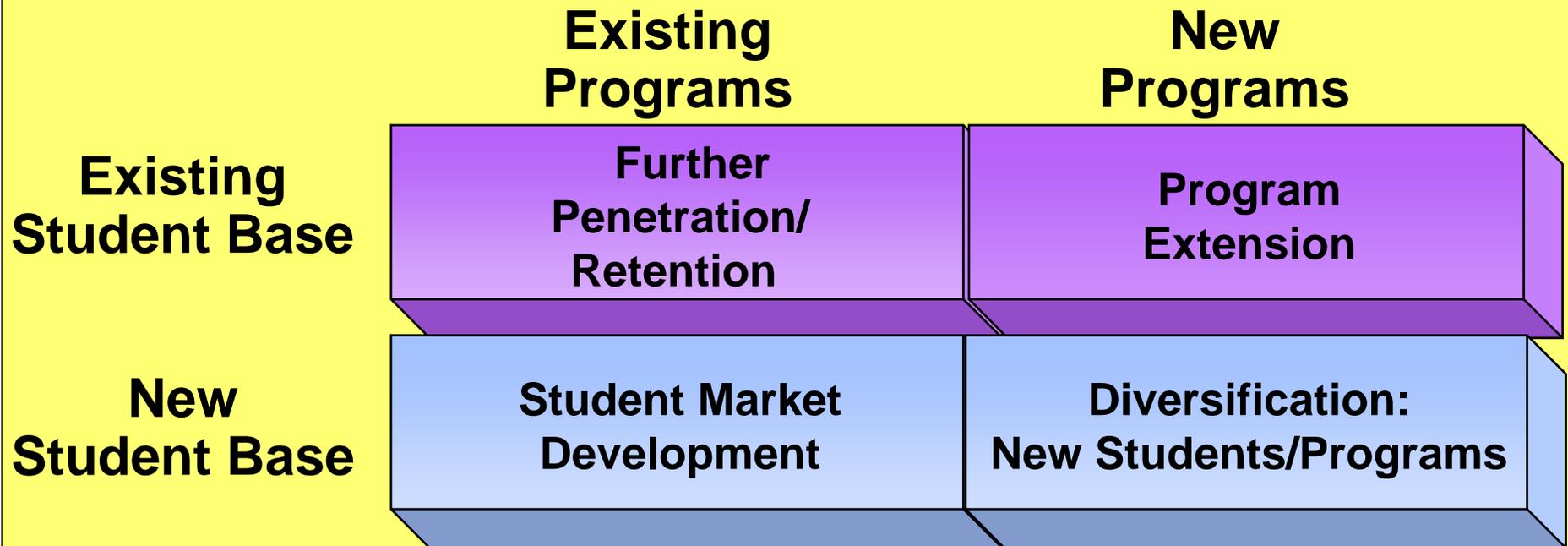
No Strategy



You Do NOT Want to be Here

Programmatic Strategies

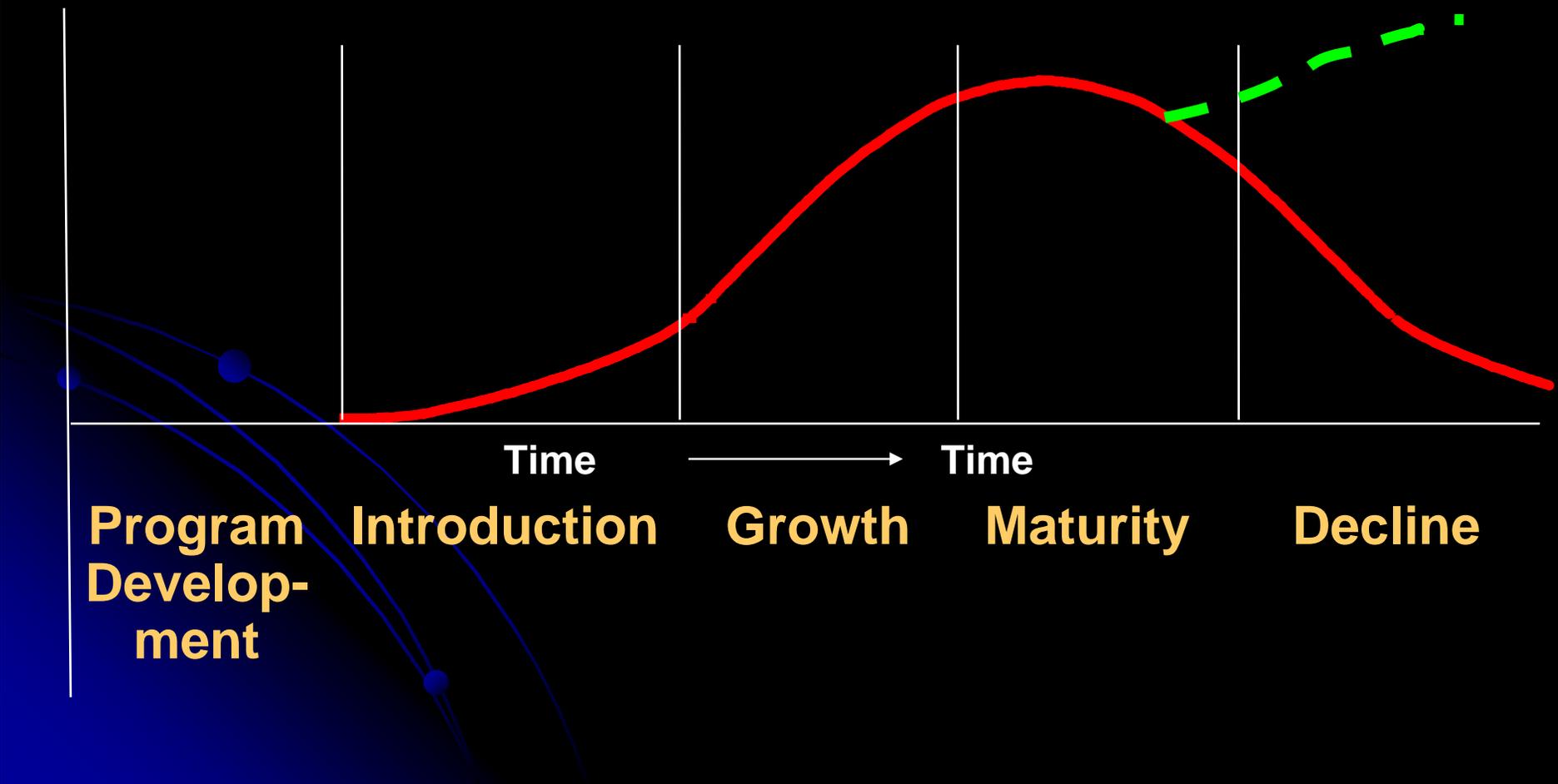
Academic Program/Student Market Expansion Grid



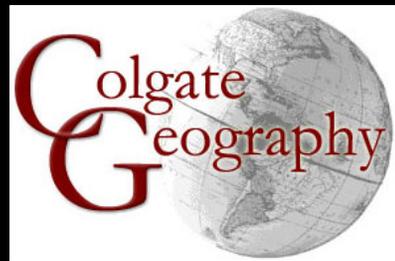
Academic Program Life Cycle-Is Decline Inevitable?

Programmatic Life From Introduction to Decline

Enrollment



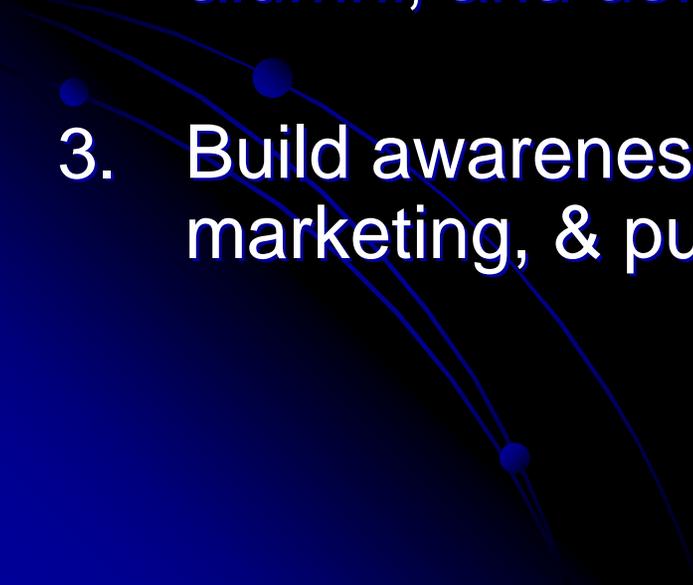
Can Academic Programs be Branded?



Do NOT Want to be “Production” Oriented

- Offering what you know (faculty oriented)
- Not customer (student) oriented
- Volume driven-quantity (seats filled), not quality (instructional)
- Maximize operating capacity-filling classrooms
- Typical of commodity products-undifferentiated programs

Programmatic Growth Strategies

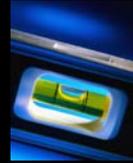
1. Develop and maintain a defensible competitive position.
 2. Build highly recognizable brand identification for key stakeholders such as prospective students, industry and government leaders, employers, alumni, and donors.
 3. Build awareness and desire through branding, marketing, & public relations.
- 

Programmatic Growth Strategies

4. Build strong relationships/partnerships with internal & external stakeholders.
 5. Create a positive “image” through relevant and productive events.
 6. Create key functions:
 - Media Relations
 - Program Publicity
 - Recruiting
 - Development (\$\$\$)
- 



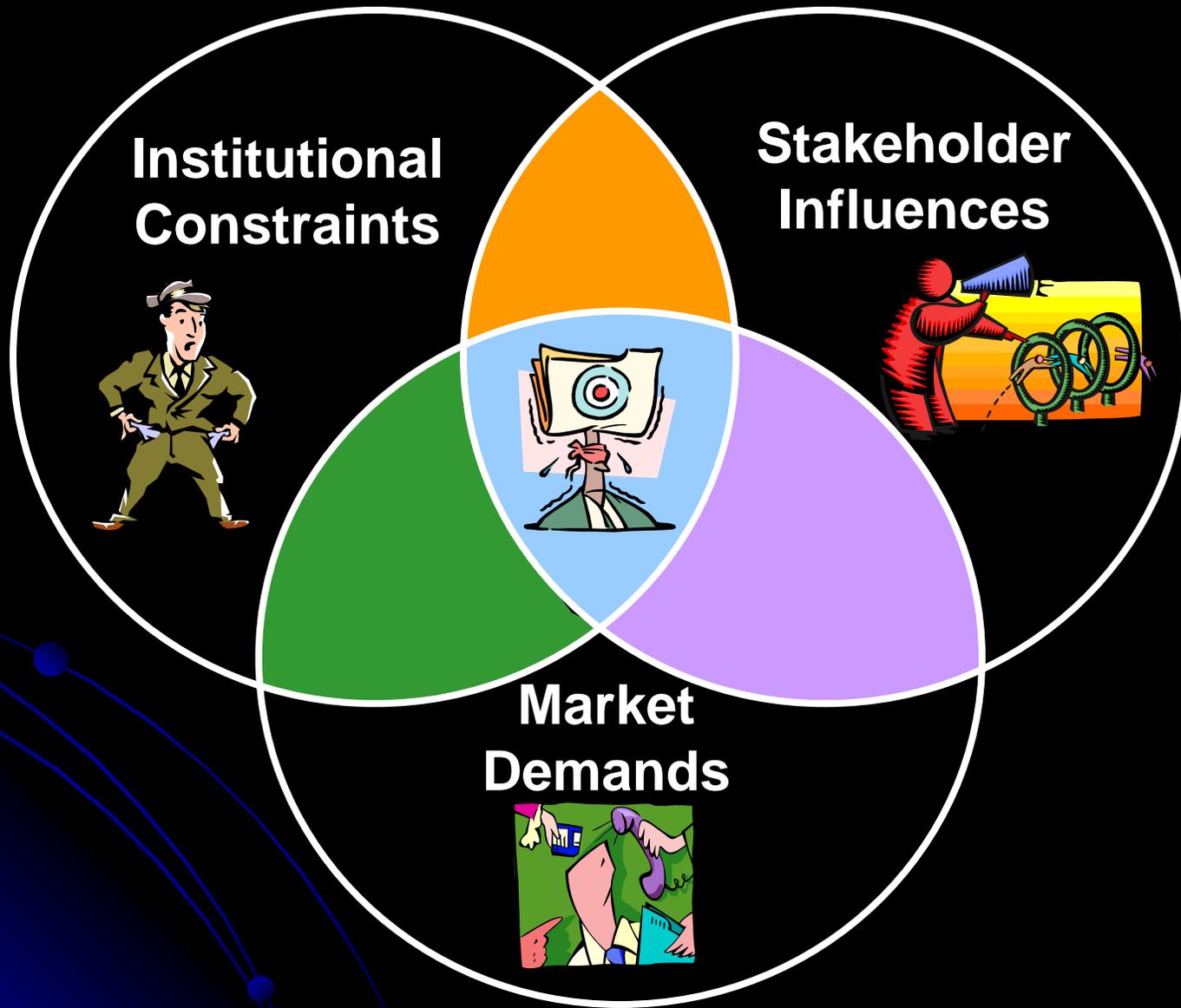
Tools



- Advertising
- eMarketing (Internet)
- Marketing innovations
- Marketing research, evaluation & measurement
- Student lead generation and qualification: quality vs. quantity
- Potential employer database
- ROI (Return on Investment)
- ROA (Return on Assets)
- Metrics!!!

Adapted from: Program Topics-University Continuing Education Association Annual Marketing Seminar in New Orleans, February 17-19, 2005

Academic Program Marketing & Branding Influences



New Challenges in Marketing Academic Programs



**Information
Technology/
Distance
Learning**

**Recruiting
Top
Students**



**Faculty Skill Set
vs.
Market Demands**

**Emerging
Challenges**

**Changes in
Employer
Requirements**



**Changing
Institutional
Requirements**



Ellen Harshman, Dean, John Cook School of Business
Saint Louis University :

“Effective marketing requires that we think and act strategically. Consequently, the development of a clear, focused mission statement and comprehensive strategic planning processes take on additional importance and meaning.

- Incorporating marketing considerations into the school’s strategic plan allows us to align resources with strategic priorities.
- Planning from a marketing perspective imposes discipline in developing our public messages to describe what we stand for, how we differentiate ourselves from our competitors, and the value of the programs we offer.”



School of
Renewable Natural Resources

Questions?

