Marketing your Educational Program

Brand management strategies as a guide

By Tonio Palmer
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Introduction:

Lauder Institute Joint Degree Program

• Wharton MBA & MA in International Studies in 24 months
• Intensive language and culture courses with a dedicated language faculty
• Integration of global economic, cultural & political issues with business degree
• 2 month, in-country Summer Immersion experience
  – Language Training - Corporate Visits - Cultural Excursions
• Masters thesis with Arts and Sciences faculty advisor
• 50-60 students per class; 5-8 students per language group; 1000 Alumni
• Student profile: extensive language training, overseas experience, or strong heritage speaker – plus academic/work experience for Wharton
  • ARABIC ● CHINESE ● FRENCH ● GERMAN ● JAPANESE
  • PORTUGUESE ● RUSSIAN ● SPANISH
What is Branding or Brand Positioning?

• Brand Positioning is the Perception of your program, school, or degree in the minds of your customers and stakeholders.
• The Attributes they associate with your program
  – The Words they use to describe who you are
  – What they believe to be true  NOT always what is true
• Brand Positioning
  The "market space" a brand is perceived to occupy; the part of the brand identity that is to be actively communicated in a way that meaningfully sets it apart from the competition. (www.allaboutbranding.com)
• Every program (or product) has a position of some sort. You need to take control of this perception or someone else will.
You need to Control your Brand Positioning

- Define what you want it to be
- Chose the words
- Chose the relevant attributes and supporting facts
- Create visuals which support the positioning
- Know your position relative to your competitors
- Choose the appropriate actions to communicate the brand
- Be consistent in all communication, both external and internal
What are your overall marketing goals and objectives?

Some examples:

• List and be specific
• Big picture
• Quantifiable details

• “All language majors and minors in our school should spend at least one semester overseas”
• Increase applications by 200%
• Raise awareness of Program on campus to attract collaborators

Does everyone in your organization agree? Need to get buy-in
What would you like your Brand Positioning to be?

- Describe in general terms
- Use the words and phrases
- What should others think about your program?
- Know the positioning of your “competitors”
- Do a reality check – is it achievable, does it make sense, is it defendable?
- Fine-tune during planning process
Lauder Example

• Be recognized as the leading business program for people with strong foreign language skills and a keen interest in global business.

• Graduates are able to work anywhere in the world effectively.
Who are you trying to reach?

Some examples

- Make a list of all the key groups you want to reach and your stakeholders
- Potential students (applicants)
- Other educators and schools
- School administration
- Alumni
- Board of Overseers or similar
- Politicians
- Funding sources!
What are the “needs” of your target audience?

• Students/Applicants
  – Career advancement
  – Satisfy intellectual curiosity
  – Prestige
  – Earn more money
  – Increased self-worth
  – Basic information about program

• Faculty
  – Pride in association
  – Awareness among peers
  – Recognition for work/publications

• Funding sources
  – Pride in association
  – Sense of worthwhile investment / validation of decision
  – Prestige in association

• Future employers
  – Value of degree
  – Validation of decision to hire graduate
  – Information about skills acquired
What are the important “Attributes” of your program?

Some examples

- List the important facts and other relevant information
- What are the key components
- In particular, what are the unique elements of your program
- Select emotional attributes as well
- What do you do well
- What resources do you have
List the relevant brand attributes you want people to associate with your Brand

• Some examples from the Lauder Institute
  – Wharton MBA
  – Language and culture learning (dedicated faculty)
  – *Intense* (two degrees in 24 months)
  – Small group – *Intimate* (50 students per class)
  – Fun (diverse, involved student body)
  – In-country immersion
  – Strong global/international focus
  – *Inspiring* (alumni careers)

• The Attributes should be supportable by the actual components of your program.
Pay close attention to the words you use

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Words to describe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your program uses highly respected teachers</td>
<td>High-level, recognized experts in their field, cutting edge, proven, leaders in their field, world-class teachers</td>
</tr>
<tr>
<td>Small program</td>
<td>Individualized attention, intimate, tight group, strong network, low student-teacher ratio</td>
</tr>
<tr>
<td>Home stay</td>
<td>Live with a German family, insider’s view, experience the culture as a member of a German family</td>
</tr>
<tr>
<td>Talented student body</td>
<td>Demanding, engaged students, exclusive, diverse, talented, friends for life</td>
</tr>
</tbody>
</table>

From these lists choose the best words which define your brand position

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Define the brand positioning

- Develop general statements and then work on fine-tuning the positioning
- Does it fit within the market?
- Can you defend this position?
- Discuss with other Stakeholders – can they identify with this position?
Develop a set of core messages that articulate your positioning

- **Volvo**: Safety is a beautiful thing
- **Jaguar**: Can you resist?
- **Ford Edge**: Comfort of a car, versatility of an SUV
- **Univ. of Phoenix**: Changing Lives, Opening Doors, Providing Access
- **The Lauder Institute**: Intense, Intimate, Inspiring
- **Texas A&M**: A unique American Institution
- **Thunderbird**: Truly Global
- **Wharton MBA Program**: Learn More, Do More, and Be More
- **Most Schools** web sites just provide information so positioning not clear.
From recent DAAD grant announcement

- "Put Germany on Your Resume":
  - Very nice example of communicating the value of an exchange program
    - Relevant to the student’s career

In Education we sometimes assume the value is understood

Study in Germany = Great experience (this is an assumption)
Create a visual image of your brand positioning

- Work with an outside creative agency if possible
  - Be very clear about goals and brand positioning, let them do the creative part
  - Get feedback from target audience
  - Trust yourself
  - It’s an art, not a science
- Be clear about which mediums you will use: web, print, TV, radio, etc. Not all colors and images translate well
- In which countries/cultures will you be active?
Because not all business minds think alike.

The Lauder Institute combines a world-renowned Wharton MBA, a Master's in International Studies, and customized language training that prepares leaders for the ever-evolving global economy. Graduates (in the diverse, supported and committed worldwide Lauder community) continue a 20-year tradition of international business leadership.

It's more than a business program. It's a career-changing, life-changing opportunity.

Admissions

A Gateway to the World

Start your future today.

Online enrollment is now available.
A very good example

What does this picture say to you?
Does it capture the iPod?
Now What?

- You know what the goals are
- You know who the target audience is
- You know what the Brand Positioning should be
- You know what the relevant attributes are and that they can be supported
- You have the key words and messaging to support the positioning.
- You have the visual image of your Brand
- You have buy-in from your organization
Time to develop the marketing strategy/plan

- Where are the people you want to reach?
- What do they read/listen to?
- Which web sites do they use?
- Who are the “Key Leaders” you want to reach?
- Timeframe?
- WHAT IS YOUR BUDGET?
Marketing Material
What is right for you?

- **Web site**: Most important component
  - Something for all targets
  - Image and information
  - Easy to monitor

- **Print**:
  - Brochures, flyers, posters, info cards
  - Primary goal of print is usually to drive to web site

- **Advertising**:
  - Selected publications
  - Expensive for educational programs
  - Best if done together with editorials
  - Always negotiate rates

- **Banner ads**
- **Google “Key Words”**

- **Public Relations**
  - Can be very effective
  - Must have a steady flow of interesting/relevant material

- **Trade shows and other events**
  - Highly targeted
  - Practice selling skills for one-on-one conversations
  - Invite key leaders to booth beforehand – don’t just wait for someone to show up!

- **Direct mail and e-mailings**
  - Importance of a good list
  - Keep it short and to the message

- **Viral marketing / “the buzz”**
  - Alumni
  - Stakeholders

If you have many people involved with your marketing, you may consider developing a Corporate Image (CI) document.

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Don’t be afraid!

• Be clear about your Positioning in all your marketing
• Use your “Words” in all communication
• Get everyone in your organization to use these words
• Ask yourself: “Does this brochure reflect our positioning? Is the benefit of what we do clear to the reader? Do the visuals support our positioning?”
• Be as consistent as possible with all communication
• Be patient – it can take time!
Thank you for your attention!

Tonio Palmer
Director, Language Programs,
Marketing and Recruiting
The Lauder Institute
University of Pennsylvania
E-mail: palmer2@wharton.upenn.edu
www.lauder.wharton.upenn.edu