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# Marketing your Educational Program

Brand management strategies as a guide



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## Introduction:

# Lauder Institute Joint Degree Program

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- 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



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# What is Branding or Brand Positioning?

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- 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](http://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

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- 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?

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## 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



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# What would you like your Brand Positioning to be?

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- 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 defensible?
- Fine-tune during planning process



# Lauder Example

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- *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?

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## 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?

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- 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?

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## 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



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# List the relevant brand attributes you want people to associate with your Brand

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- 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.



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# Pay close attention to the words you use

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

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



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# Define the brand positioning

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- 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

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- 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.**



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From recent DAAD grant announcement

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- *"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

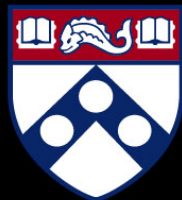
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- Work with an outside creative agency if possible
  - Be very clear about goals and brand positioning, let them do the creative part
  - Get feedback from target audience
  - Trust yourself
  - It's an art, not a science
- Be clear about which mediums 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.



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PROFILES

Europe

- French
- German
- Russian

## Intense. Intimate. Inspiring.

*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 join the diverse, supportive and committed worldwide Lauder community – continuing a 20-year tradition of international business leadership.*

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

CENTER FOR INTERNATIONAL BUSINESS EDUCATION & RESEARCH

enter search terms here

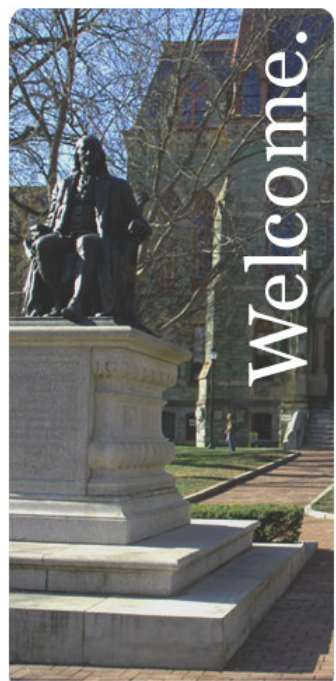
SEARCH

### Current Students & Alumni

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JOINT APPLICATION

Online enrollment is now available.

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# A very good example

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



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# Now What?

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- ✓ 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

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- 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?

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- 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.



# Don't be afraid!

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- 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!



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**Thank you for your attention!**

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