

MORE READINGS

STAFF TRAINING IN JOENSUU

INTERNATIONAL ATTRACTIVENESS OF UNIVERSITIES

ACTIVITY PREPARED BY PROF. DR. CARMEN
SANTAMARIA

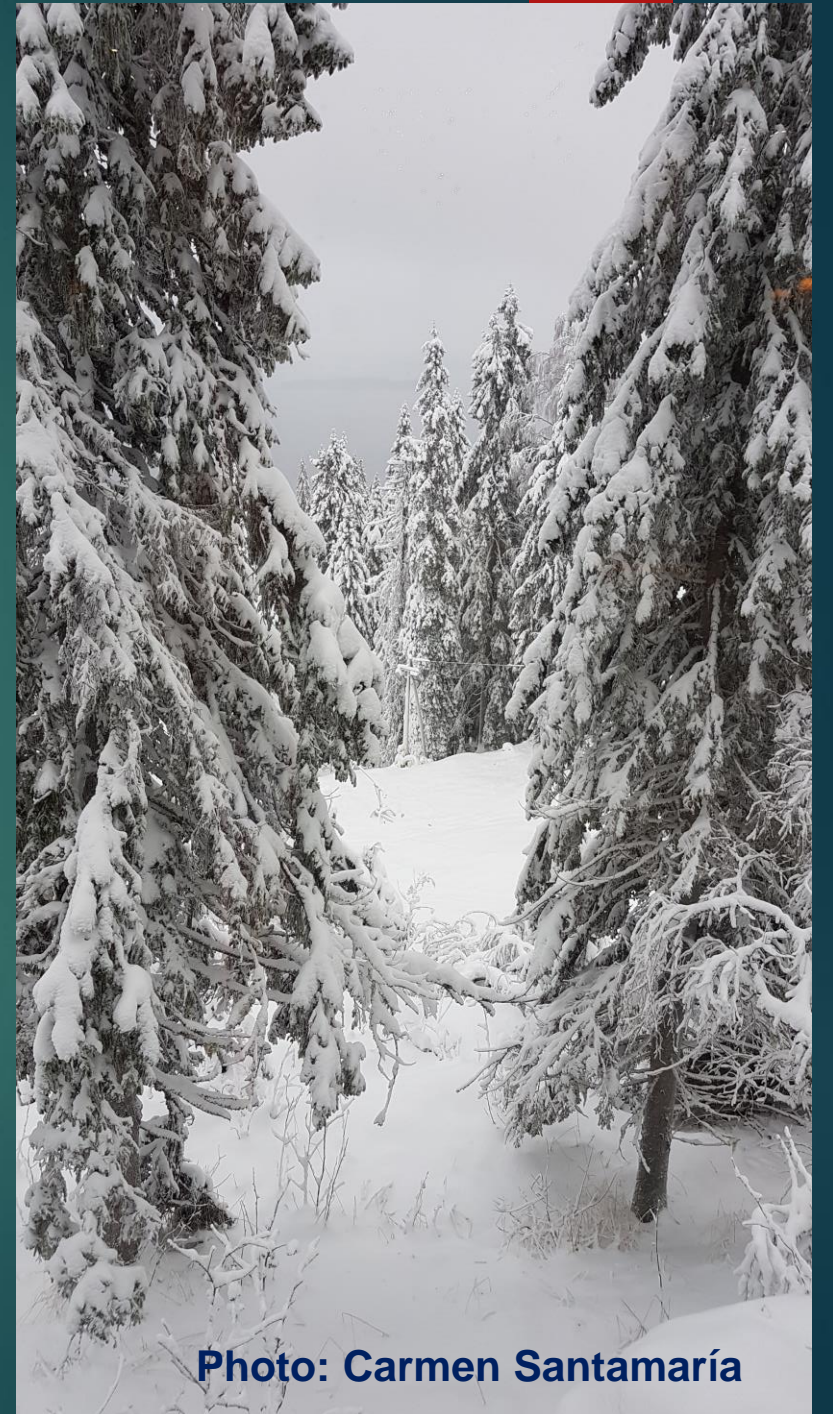


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Dear course participant,

We have prepared this presentation in order to encourage your reading of more articles on the topic of “Marketization Of Higher Education”.

No deadlines, nor time pressure. These readings have been prepared for you to enjoy while gaining perspective on the topics. However, if feeling the need to share your reflections, you can further discuss some of your ideas in a discussion forum with the name “More on reading activities”.

Best wishes and happy readings

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- ▶ **As preliminary reading 2, we have been working with the following article on the marketization of higher education:**

Furedi, Frank. "Introduction to the Marketisation of Higher Education and the Student as Consumer." *The Marketisation of Higher Education and the Student as Consumer*, 2010, 1–8.

We encourage you to gain perspective while reading two other chapters of the same book:

Chapleo, Chris. "Branding a University: Adding Real Value or Smoke and Mirrors." *The Marketisation of Higher Education and the Student as Consumer*, 2011, 101–114.

Nielsen, Katherine. "'This Place Is Not at All What I Had Expected': Student Demand for Authentic Irish Experiences in Irish Studies Programmes." *The Marketisation of Higher Education and the Student as Consumer*, 2010, 129–141.

Reading activities

1. Please use the reading self-assessment forms and fill them in with notes for these 2 chapters.
2. After reflection, see whether your reading of these chapters modifies some of the views discussed in preliminary readings 1 and 2. Why?
3. You can further discuss some of your ideas in a discussion forum with the name “More on reading activities”.

THANKS FOR YOUR TIME AND DISCUSSION!

We hope this reading activated interesting concepts and ideas and that you can continue discussion with your colleagues, walking further in the way to knowledge

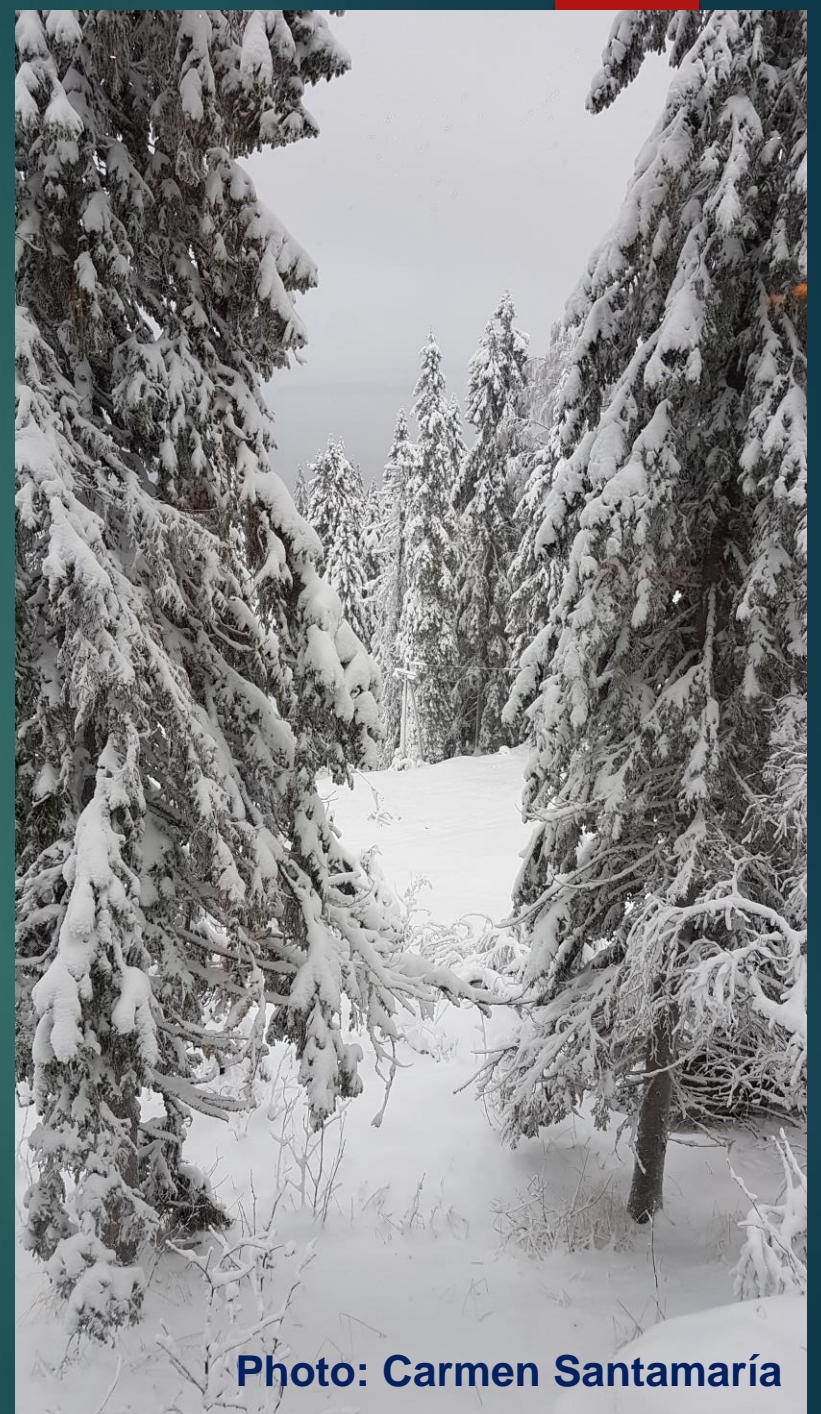


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