

A SHORT LIST OF REFERENCES ON UNIVERSITY MARKETING



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Critical accounts on marketization of higher education

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.

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.

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.

Logos and visual identities of academic institutions

Alessandri, Sue Westcott, Sung-Un Yang, and Dennis F Kinsey. “An Integrative Approach to University Visual Identity and Reputation.” *Corporate Reputation Review* 9, no. 4 (2006): 258–70. doi:10.1057/palgrave.crr.1550033.

Idris, Muhammad Zaffwan, and T. W. Allan Whitfield. “Swayed by the Logo and Name: Does University Branding Work?” *Journal of Marketing for Higher Education* 24, no. 1 (2014): 41–58. doi:10.1080/08841241.2014.919979.

The effectivity of slogans

Kohli, Chiranjeev, Lance Leuthesser, and Rajneesh Suri. “Got Slogan? Guidelines for Creating Effective Slogans.” *Business Horizons* 50, no. 5 (2007): 415–22. doi:10.1016/j.bushor.2007.05.002.

Online marketing of academic institutions

Chapleo, Chris, María Victoria Carrillo Durán, and Ana Castillo Díaz. “Do UK Universities Communicate Their Brands Effectively through Their Websites?” *Journal of Marketing for Higher Education* 21, no. 1 (2011): 25–46. doi:10.1080/08841241.2011.569589.

Constantinides, Efthymios, and Marc C. Zinck Stagno. “Potential of the Social Media as Instruments of Higher Education Marketing: A Segmentation Study.” *Journal of Marketing for Higher Education* 21, no. 1 (2011): 7–24. doi:10.1080/08841241.2011.573593.

Brand identity and brand equity of academic institutions

Chapleo, Chris, María Victoria Carrillo Durán, and Ana Castillo Díaz. “Do UK Universities Communicate Their Brands Effectively through Their Websites?” *Journal of Marketing for Higher Education* 21, no. 1 (2011): 25–46. doi:10.1080/08841241.2011.569589.

Delmestri, Giuseppe, Achim Oberg, and Gili S. Drori. “The Unbearable Lightness of University Branding: Cross-National Patterns.” *International Studies of Management & Organization* 45, no. 2 (2015): 121–36. doi:10.1080/00208825.2015.1006012.

YouthSight. Unpicking Your University Brand. Accessed August 23, 2017.
<https://www.youtube.com/watch?v=dV2lmoCQfiw>.

Country/city reputation and higher education marketing

Herrero, Ángel, Héctor San Martín, María del Mar García de los Salmones, and Andrea del Río Peña. “Influence of Country and City Images on Students’ Perception of Host Universities and Their Satisfaction with the Assigned Destination for Their Exchange Programmes.” *Place Branding and Public Diplomacy* 11, no. 3 (2015): 190–203. doi:10.1057/pb.2015.4.

Herrero-Crespo, Ángel, Héctor San Martín Gutiérrez, and María del Mar García-Salmones. “Influence of Country Image on Country Brand Equity: Application to Higher Education Services.” *International Marketing Review* 33, no. 5 (2016): 691–714. doi:10.1108/IMR-02-2015-0028.

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.

Staniscia, Barbara. “Mobility of Students and Attractiveness of Universities. The Case of Sapienza University of Rome.” *International Review of Sociology* 22, no. 2 (2012): 245–258.

Student mobility and student choices

Joseph, Mathew, Eileen Wall Mullen, and Deborah Spake. "University Branding: Understanding Students' Choice of an Educational Institution." *Journal of Brand Management* 20, no. 1 (2012): 1–12.

Rincón, Virginia, and Jon Barrutia. "The Global Demand for Higher Education in European Countries." *Global Journal of Business, Economics and Management: Current Issues* 7, no. 1 (2017): 209–16. doi:10.18844/gjbem.v7i1.1344.

Rincón, Virginia, and Jon Barrutia "International Demand For Spanish University Education: An Analysis in the Context of the European Higher Education Area." *European Journal of Education* 52, no. 1 (2017): 104–17. doi:10.1111/ejed.12198.

Staniscia, Barbara. "Mobility of Students and Attractiveness of Universities. The Case of Sapienza University of Rome." *International Review of Sociology* 22, no. 2 (2012): 245–258.

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