

Thought Leaders International Conference in Brand Management

An academic enterprise approach to higher education branding: finding common ground, establishing common language and ensuring common outcomes

Lugano, Switzerland

11-12 March 2011

Brand as Culture

“Culture is the white space between managerial strategy and market response.”

Stephen Brown
Professor, University of Ulster
Brand Culture



Higher Education

- Culture of skepticism
- Academic and marketing divide
- Lack systems of collaboration
- External brand focus
- Association and curriculum challenges
- Agency approach

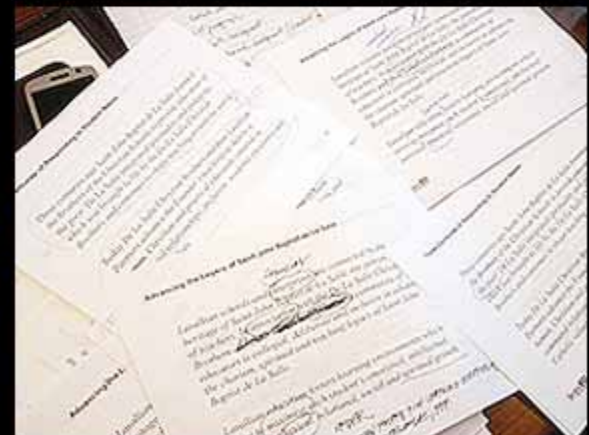
Hatch and Schultz

Waves of Branding

- Marketing mind-set
- Corporate mind-set
- Enterprise mind-set



Taking Brand Initiative (2008)



Higher Education Enterprise Approach

- Stakeholders shape the brand
- Strategic plan operationalized
- Common ground, common language, common outcomes
- Internal culture aligned with external reputation
- Bridge the divide