

1. Record Nr.	UNINA9910459080503321
Titolo	The marketisation of higher education and the student as consumer // edited by Mike Molesworth, Richard Scullion and Elizabeth Nixon
Pubbl/distr/stampa	Abingdon, Oxon ; ; New York : , : Routledge, , 2011
ISBN	1-136-90846-3 1-282-91276-3 9786612912764 0-203-84282-0
Descrizione fisica	1 online resource (263 p.)
Altri autori (Persone)	MolesworthMike NixonElizabeth <1982-> ScullionRichard
Disciplina	371.2/42
Soggetti	College students as consumers - Great Britain Education, Higher - Great Britain - Marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Book Cover; Title; Copyright; Contents; Illustrations; Notes on contributors; Acknowledgements; Chapter 1 Introduction to the marketisation of higher education and the student as consumer; Section 1 Marketisation of higher education in context; Chapter 2 The march of the market; Chapter 3 Markets, government, funding and the marketisation of UK higher education; Chapter 4 The marketised university: Defending the indefensible; Chapter 5 Adopting consumer time and the marketing of higher education Chapter 6 Complexity theory - an approach to assessment that can enhance learning and transform university managementSection 2 The marketised higher education institution; Chapter 7 Vision, values and international excellence: The 'products' that university mission statements sell to students; Chapter 8 From Accrington Stanley to academia? The use of league tables and student surveys to determine 'quality' in higher education; Chapter 9 Branding a university: adding real value or 'smoke and mirrors'?

Chapter 10 Access agreements, widening participation and market positionality: enabling student choice?Chapter 11 'This place is not at all what I had expected': student demand for authentic Irish experiences in Irish Studies programmes; Chapter 12 The student as consumer: affordances and constraints in a transforming higher education environment; Section 3 Students, consumers and citizens; Chapter 13 The consumer metaphor versus the citizen metaphor: different sets of roles for students; Chapter 14 Constructing consumption: what media representations reveal about today's students
Chapter 15 A degree will make all your dreams come true: higher education as the management of consumer desiresChapter 16 How choice in higher education can create conservative learners; Chapter 17 Pedagogy of excess: an alternative political economy of student life; Conclusion; Chapter 18 Arguments, responsibility and what is to be done about marketisation; Chapter 19 A concluding message from the Vice-Chancellor of Poppleton University; Index

Sommario/riassunto

Until recently government policy in the UK has encouraged an expansion of Higher Education to increase participation and with an express aim of creating a more educated workforce. This expansion has led to competition between Higher Education institutions, with students increasingly positioned as consumers and institutions working to improve the extent to which they meet 'consumer demands'. Especially given the latest government funding cuts, the most prevalent outlook in Higher Education today is one of business, forcing institutions to reassess the way they are managed and promoted
