

1. Record Nr.	UNINA9910462500203321
Titolo	The management and leadership of educational marketing [[electronic resource]] : research, practice and applications // edited by Izhar Oplatka, Jane Hemsley-Brown
Pubbl/distr/stampa	Bingley, UK, : Emerald, 2012
ISBN	1-283-63504-6 1-78190-243-7
Descrizione fisica	1 online resource (297 p.)
Collana	Advances in educational administration ; ; v. 15
Altri autori (Persone)	Hemsley-BrownJane <1950-> OplatkaIzhar
Disciplina	371.2011
Soggetti	Education - Marketing Educational leadership School management and organization 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 and index.
Nota di contenuto	FRONT COVER; THE MANAGEMENT AND LEADERSHIP OF EDUCATIONAL MARKETING: RESEARCH, PRACTICE AND APPLICATIONS; COPYRIGHT PAGE; CONTENTS; LIST OF CONTRIBUTORS; INTRODUCTION; THE RESEARCH ON SCHOOL MARKETING: CURRENT ISSUES AND FUTURE DIRECTIONS - AN UPDATED VERSION; PERSONAL INTRODUCTION; INTRODUCTION; REFERENCES; SECTION ONE: THE EMERGENCE OF 'EDUCATIONAL MARKETING'; MARKETISATION AND EDUCATION MARKETING: THE EVOLUTION OF A DISCIPLINE AND A RESEARCH FIELD; INTRODUCTION; SPEAKING THE LANGUAGE - SOME QUESTIONS OF TERMINOLOGY; THE EMERGENCE AND DEVELOPMENT OF EDUCATION MARKETS AND MARKETING EDUCATION MARKETS - THE ACADEMIC DEBATESCONCLUSION; REFERENCES; INTEGRATING MARKETING INTO THE LEADERSHIP AND MANAGEMENT OF SCHOOLS: A CURRICULUM-FOCUSED APPROACH; INTRODUCTION; MARKETING IN EDUCATION, MEANINGS, DRIVERS, PURPOSES, AND APPROACHES; THE GROWTH OF RELATIONSHIP MARKETING IN SCHOOLS; THE PRACTICE OF RELATIONSHIP MARKETING

IN SCHOOLS; BARRIERS IN IMPLEMENTING RELATIONSHIP MARKETING IN SCHOOLS; CURRICULUM AS THE CORE PURPOSE OF SCHOOLS; A CURRICULUM-FOCUSED MARKETING MODEL FOR SCHOOLS; DEVELOPING LEADERSHIP FOR MARKETING IN EDUCATIONAL INSTITUTIONS
CONCLUDING COMMENTS AND IMPLICATIONS
REFERENCES; MARKETING THE SCHOOL 'REVISITED': THE COMPLEXITY OF LEADERSHIP DILEMMAS; MARKETING THE SCHOOL; CONCEPTUALIZING LEADERSHIP DILEMMAS; TAKING THE ISSUES FORWARD; REFERENCES; SECTION TWO: EDUCATIONAL MARKETING IN DIVERSE NATIONAL ARENAS; SCHOOL MARKETING IN THE UNITED STATES: DEMOGRAPHIC REPRESENTATIONS AND DILEMMAS FOR EDUCATIONAL LEADERS; EQUITY AND INCENTIVES IN AMERICAN EDUCATION; INCENTIVES AND ORGANIZATIONAL BEHAVIOR; SCHOOL CHOICE IN THE DISTRICT OF COLUMBIA AND NEW ORLEANS, LOUISIANA; DATA AND METHODS; FINDINGS; DISCUSSION; CONCLUSION; NOTES
REFERENCES
PUBLIC-PRIVATE COLLABORATION IN INTERNATIONAL EDUCATION: A NEW ZEALAND CASE STUDY; INTRODUCTION; MARKETING INTERNATIONAL EDUCATION - A NEW ZEALAND PERSPECTIVE; METHODOLOGY; A RELATIONAL APPROACH TO MARKETING: DEFINITIONS AND KEY PRINCIPLES; FINDINGS; OUTSOURCING ENGLISH LANGUAGE TUITION; PROVIDING LANGUAGE AND CULTURAL SUPPORT; DISCUSSION AND IMPLICATIONS FOR PRACTITIONERS; LIMITATIONS AND FUTURE RESEARCH; NOTES; REFERENCES; RELATIONSHIP MARKETING AND SCHOOL SUCCESS; INTRODUCTION; LITERATURE REVIEW; METHODOLOGY; SUCCESSFUL SCHOOL PRINCIPAL AND RM; DISCUSSION; LESSONS LEARNED; NOTES
REFERENCES
SECTION THREE: NEW DIRECTIONS IN THE STUDY OF EDUCATIONAL MARKETING; A CONCEPTUAL FRAMEWORK FOR CLASSIFYING AND UNDERSTANDING RELATIONSHIP MARKETING WITHIN SCHOOLS; INTRODUCTION; LITERATURE REVIEW; RELATIONSHIP MARKETING AND VALUE CREATING IN SCHOOLS; A CONCEPTUAL FRAMEWORK FOR CLASSIFYING SCHOOL RELATIONSHIPS; DISCUSSION; CONCLUSION; REFERENCES; FORMS OF MARKET ORIENTATION AMONG PRIMARY AND SECONDARY SCHOOL TEACHERS IN ISRAEL; INTRODUCTION; MARKET ORIENTATION: A KEY ELEMENT IN MARKETING THE SCHOOL; METHODOLOGY; FINDINGS; DISCUSSION; REFERENCES
EDUCATIONAL MARKETING AND THE PACE OF INNOVATION

Sommario/riassunto

The introduction of educational markets into public and higher education in many countries has led to more competitive environments for schools and higher education institutions. This, in turn, has led to an increased priority being given by school leaders to the marketing of their institutions, largely because the survival of many educational institutions is now dependent on their capacity to maintain or increase their 'market share' of students, funding and resources. This book presents the works of leading scholars and researchers in the field of educational marketing who handle issues of s
