

1. Record Nr.	UNINA9910484423203321
Titolo	Higher Education Marketing in Africa : Explorations into Student Choice // edited by Emmanuel Mogaji, Felix Maringe, Robert Ebo Hinson
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2020
ISBN	9783030393793 3030393798
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (424 pages) : illustrations
Disciplina	378.0688 658.8
Soggetti	Marketing Education, Higher Executives - Training of Higher Education Management Education
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Part 1: Introduction -- Chapter 1: Exploring factors influencing student choice in Africa: Introduction to Edited Collection -- Part 1: Choice and Decision Making -- Chapter 2: Co-Creation of Value by Universities and Prospective Students: Towards an Informed Decision-Making Process -- Chapter 3: Understanding High School Students' University Choice - Implications for Marketing and Management of Higher Education in Ghana -- Chapter 4: Delving into Undergraduate students' choice of higher education in Uganda -- Chapter 5: International and Southern African perspectives on Choice and decision making of young people in Higher Education -- Part 2: Factors influencing Choice -- Chapter 6: Factors Influencing Students' Choice of a Federal University: A Case Study of a Nigerian Federal University -- Chapter 7: Evaluative Criteria for Selection of Higher Education Institutions in Nigeria -- Chapter 8: Factors Influencing Post Graduate Students' University Choice in Nigeria -- Chapter 9: Factors and Sources of Information that influence a Student's University of Choice -- Chapter 10: Consumer behaviour and

student motivation influence the choice of higher learning institutions in Africa -- Part 3: Attracting Prospective Students -- Chapter 11: Minding the Gap: An assessment of the quality of course information available on the websites of African Universities -- Chapter 12: The importance of University Rankings for Students' University of Choice: A South African perspective -- Chapter 13: Narrative Experiences of Doctoral Students' Vulnerability in South Africa -- Chapter 14: Making a Private University Appealing to Prospective Students: A Case of Covenant University -- Part 4: Conclusion -- Chapter 15: Student University Choice Making in Africa: Emerging Challenges, Opportunities and Agenda for Research, Practice and Policy.

Sommario/riassunto

This book explores the key players, challenges and policies affecting higher education in Africa. It also explores the marketing strategies and the students' selection process, providing theoretical and practical insights into education marketing in Africa. In particular, it focuses on the competition for students. The growing number of student enrolments, the public sector's inability to meet the ever-increasing demands and new private universities springing up mean that it is essential for universities to identify their market and effectively communicate their messages. Although there has been substantial theoretical research to help shed light on students' choices and universities' marketing strategies, little work has been undertaken on higher education in the African context. Filling that gap in the research, while at the same time acknowledging the regional differences in Africa, this book offers empirical insights into the higher education market across the continent. Emmanuel Mogaji holds a Ph.D. in Marketing, and is a Lecturer in Advertising and Marketing Communications at the University of Greenwich, a Fellow of the Higher Education Academy (HEA) and a Certified Management & Business Educator (CMBE). Emmanuel's primary area of interest is ABCDE - advertising, branding, communications, digital and ethics - of marketing communications, with a strong focus on higher education and financial services marketing. He has published several peer-reviewed journal articles and book chapters and presented his work at numerous national and international conferences. He has also co-edited books on marketing higher education in Africa published by Routledge and Springer Nature. He received the 2019 Emerald Literati Highly Commended Paper Award. Felix Maringe is a Professor of Higher Education and Head of the Wits School of Education. Previously, he was Assistant Dean for Internationalisation and Partnerships at the University of the Witwatersrand. He received his Doctorate in Education at the University of Southampton. Felix's research interests are in the fields of globalisation and internationalisation of higher education. He has an extensive publication record, including 6 books, and he is leading expert on international higher education in post-colonial countries. Robert Ebo Hinson is a Professor and Head of the Department of Marketing and Entrepreneurship at the University of Ghana. He is also the Acting Director of Institutional Advancement at the same institution, Research Associate at the University of the Free State Business School; and an Extraordinary Professor at the North-West University Business School in South Africa. Robert has authored/edited several books and has been involved in over a hundred scientific publications. He has also served as the Rector of the Perez University College in Ghana. He holds two doctorate degrees: one in International Business from the Aalborg University in Denmark and the other in Marketing from the University of Ghana. He has consulted for and trained staff in the general areas of marketing, sales and service excellence at several institutions around the globe, and has also served

on the boards of local and international institutions. .
