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HUDDERSFIELD

*Tomorrow's Universities : Tomorrow's Issues*

# The End of the World as we Know it



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## AGENDA

➤ Revolution

➤ Solution



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# REVOLUTION I

- Globalisation
- Knowledge Economy
- Credit Crunch



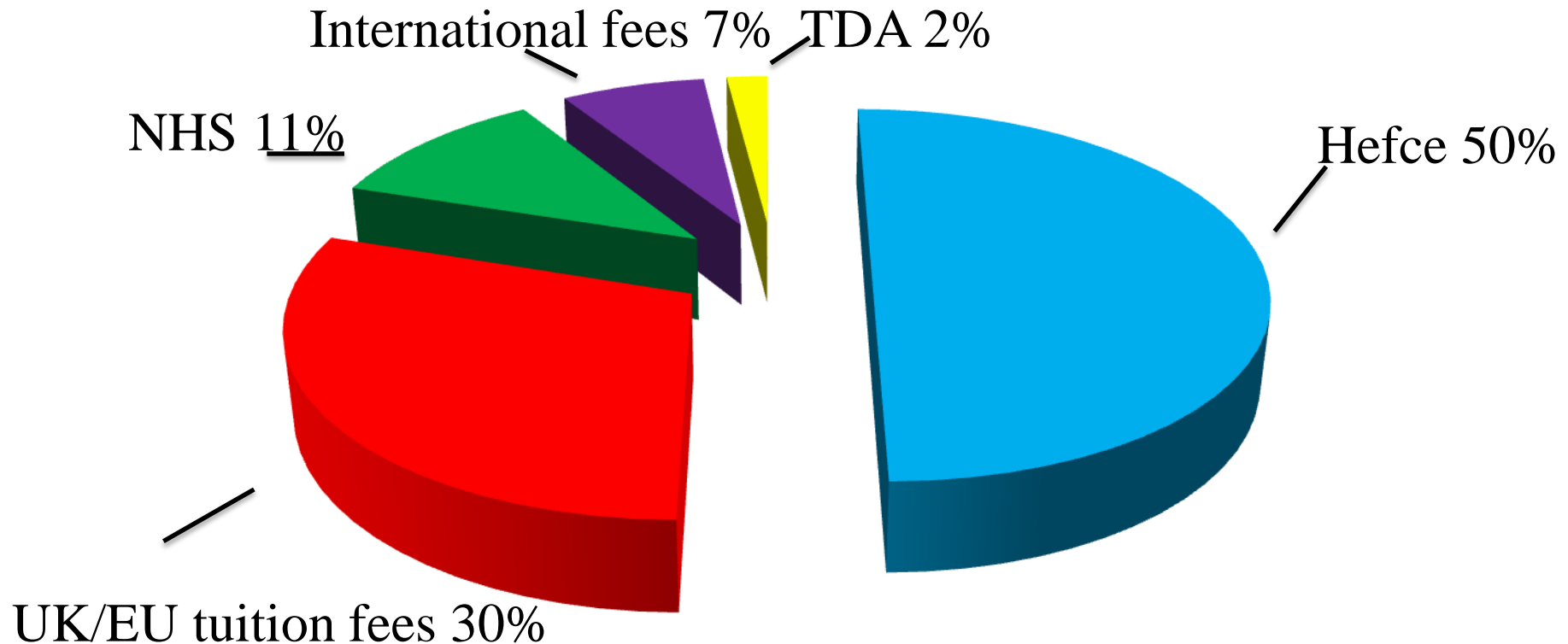
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# REVOLUTION II

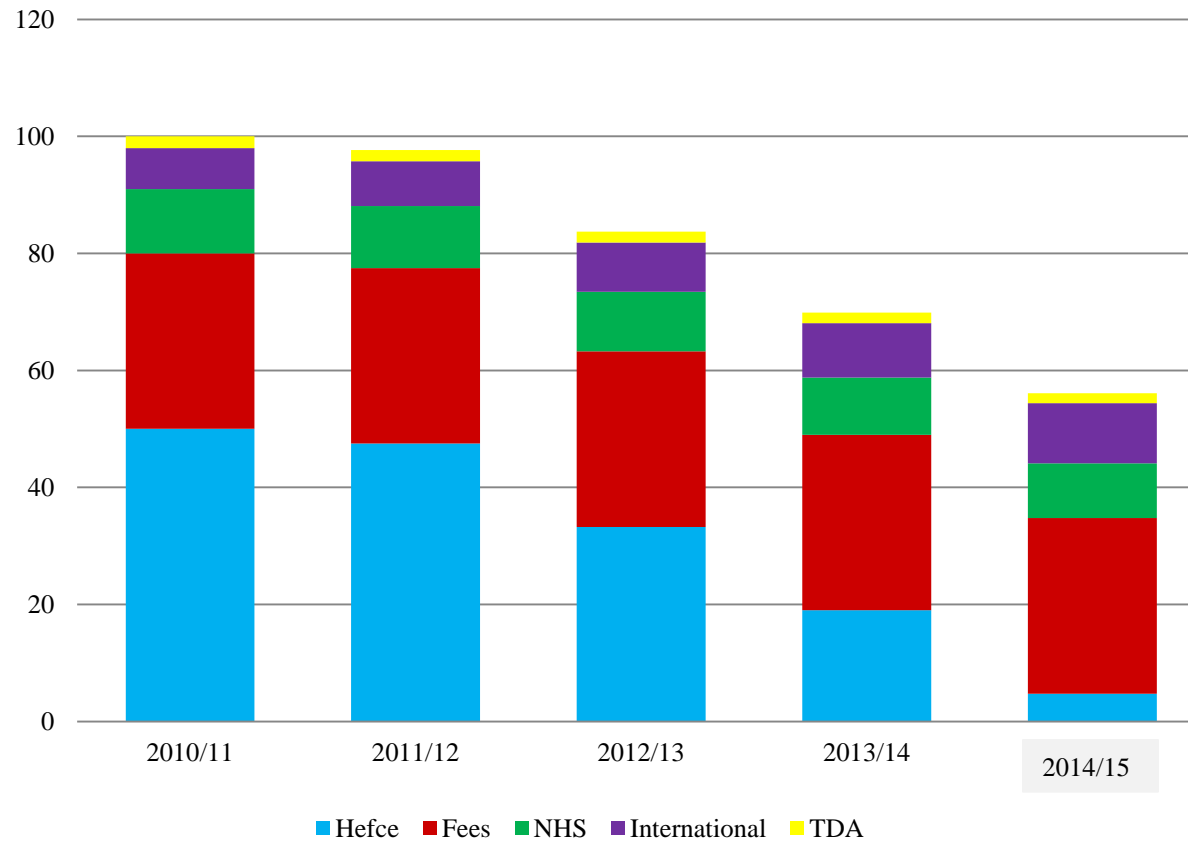
- Market on price
- Market on quality
- More choice

# Where does our teaching funding come from?



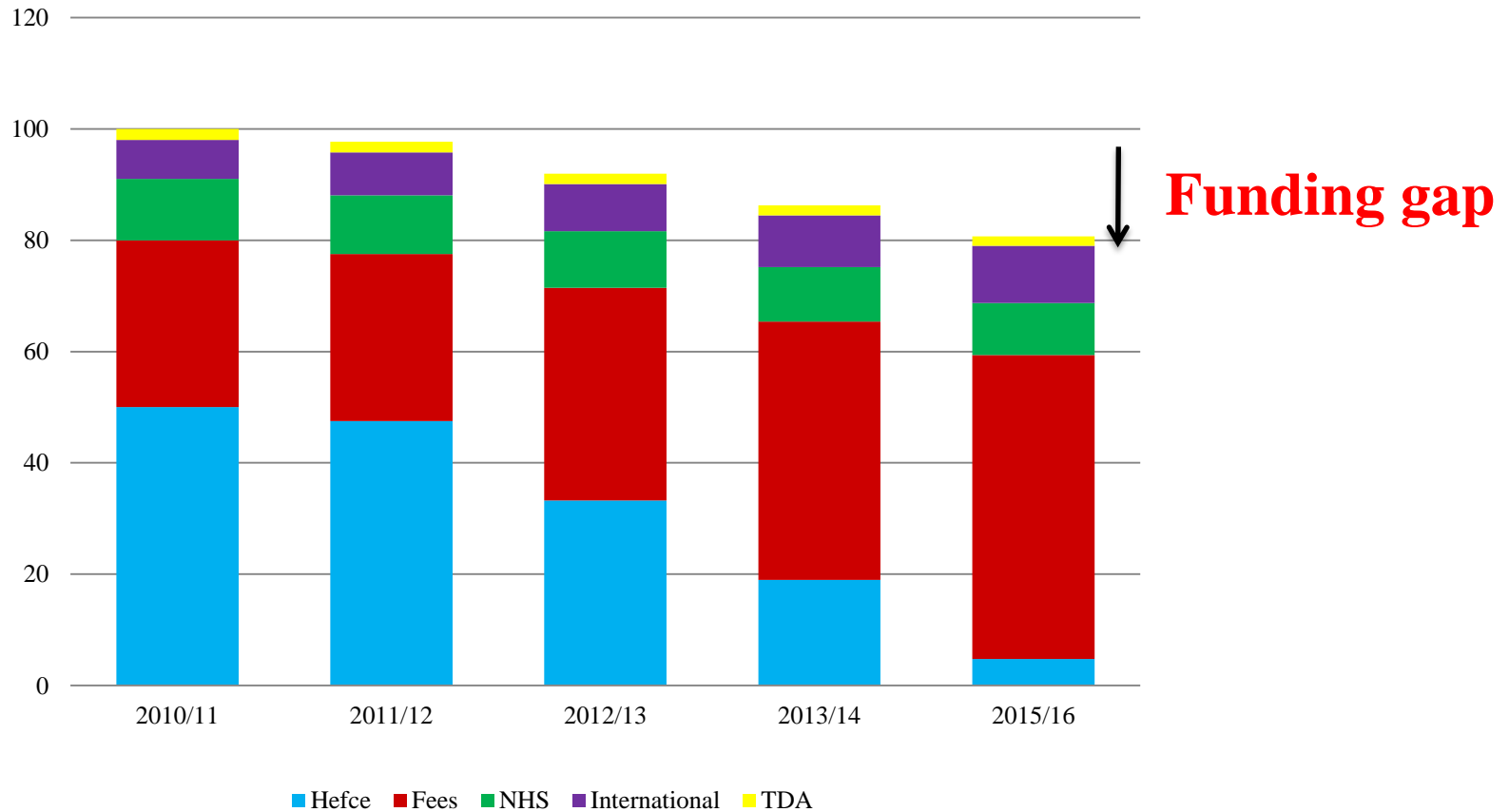
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## Impact of proposed reductions

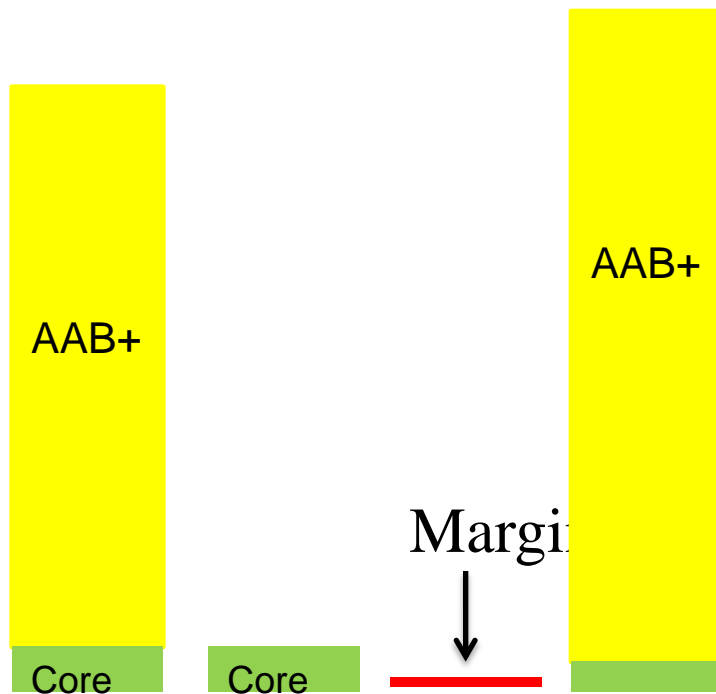


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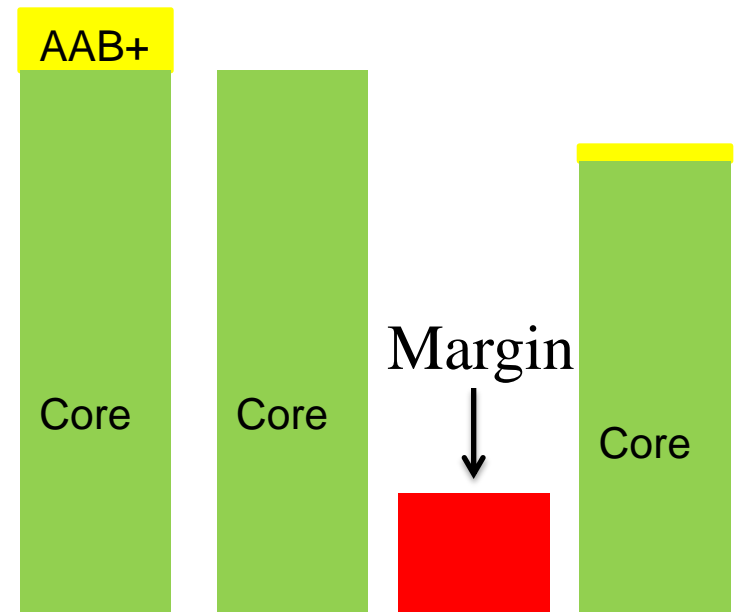
## Assuming a fee of £6,000



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University A



University B

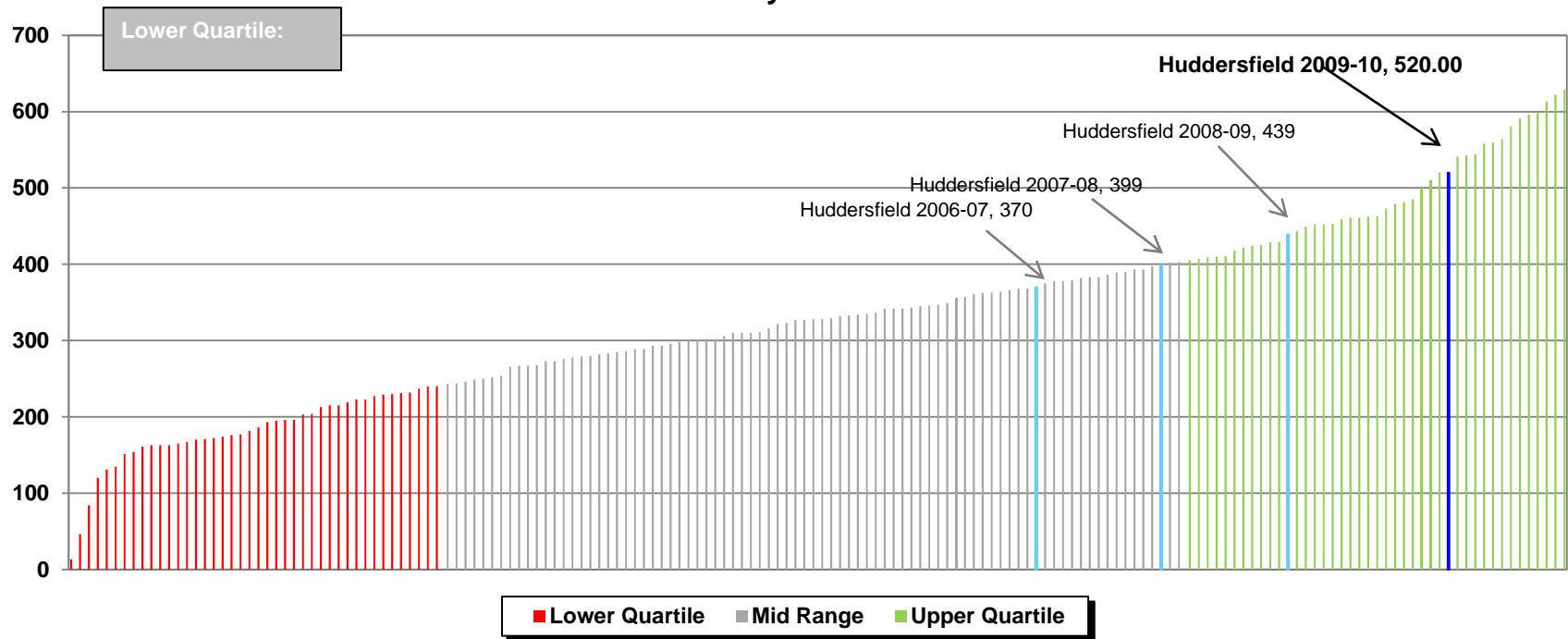


## Revolution III

- Price on market volume?
- Price on Share preference?

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**The Security Index 2009-10**





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# The Solution

- The right product
- The right price
- The right positioning
- The right place

# Marketing Excellence Survival Kit



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	Results				
Institution Performance	The Student Journey				
	Awareness & interest	Decision making & choice	Sign up & Settling in	Satisfaction & success	Continued commitment
Student impact	Pre recruitment	Recruitment	Entry & induction	Retention & progression	Loyalty & affinity
Core Marketing Processes	The Offer/Promise (Utility and Brand)				
	Marketing Strategy & Planning	Marketing Organisation & Management	Marketing Intelligence & Research	Positioning, Branding & Reputation	Portfolio & Service Management
Capacity/ Capability (Enablers)	Corporate Strategic Planning				
	Mission, Values and Vision	Culture and Management	People	Student Data Systems	Physical Evidence
Characteristics	Environment		Partnerships & Relationships	Challenges	