



Marketing Higher Education in Russia

By Stefan Schwan

GRIN Verlag Jan 2009, 2009. Taschenbuch. Book Condition: Neu. 210x148x5 mm. This item is printed on demand - Print on Demand Neuware - Master's Thesis from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2,0, European University Viadrina Frankfurt (Oder), 48 entries in the bibliography, language: English, abstract: The Paper comprises of four major parts. In the first part (situation analysis) the current economic situation and general environmental determinants relevant for marketing Higher Education in Russia will be sketched mainly based on desk research. The second part (Russian education system and environment) focuses on the Russian HE system. The next part (Consumer Perspective) has a look at the future clients analysing consumer habits towards HE, financial spending on education etc. using survey data of THE PUBLIC OPINION FOUNDATION. The following part (Industry perspective) is assessing international mobility and the present marketing activities of the German Academic Exchange Service (DAAD) as one of the major catalysts of German HE marketing. Apart from desk research this part is using the above named survey among a target focus group in Moscow. Using the same survey in the part other players, the market...



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