IMAT3905 Team Development Project

How educational establishments manage their marketing

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# Introduction

This study will focus on how different educational establishments manage their marketing and social media abilities across different platforms. It will focus upon their skills of marketing and how they engage with their target audience to increase the number of potential students to the institution.

Each educational establishment has their own dedicated marketing team in order to persuade students in applying to their school/college. This team will focus on the specific target audience, and use the current trends in order to seduce the potential students in noticing their advertisements.

Different marketing campaigns will also focus on current situations such as drinking or the use of narcotics within the institutions grounds. <https://doi.org/10.15288/jsa.2006.67.868/>

# The impact of the campaigns

# Advantages of marketing

# disadvantages of marketing

# summary

# Bibliography