



Branding and Marketing

International Relations Office

Shiraz University

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branding 1



- captures the specific features of an organization for which it is reputable
- differentiates an organization from similar organizations

branding 2



- communicates one, or more, core messages from an organization
- the message reflects the differentiating features
- requires a sound knowledge of the market, ones capabilities, organization aims, and contenders

branding as culture



- requires a cultural revamping of the organization
- cultural transformation as a general policy is a pre-requisite of internationalization

integrative process



- engage academic groups, departments, and faculties
- involve faculty, employees, students
- self-reflexive survey of strengths and weaknesses is a must

how-to



- an emotional rather than an intellectual process
- use images, colors, visual messages, sounds and the like
 - ✓ set a motto
 - ✓ consistent use of colors
 - ✓ music

marketing



- define diverse education packages for different target markets, and address them directly
- most effective: direct contact with students, the target market
- decision-making authority

target markets



- students: undergraduate, graduate
- researchers
- industries
- third party (e.g. governments)

Uni websites



- easily navigable: simple and direct for first impressions
- comprehensive information: predict the needs or study them
- truthful: avoid negative feedback ensuing from experience
- appealing design: to the 18-25 age bracket
- adaptive

marketing tips 1



- highlight strengths
- cover weaknesses with incentives
- introduce libraries, labs, facilities (sports, educational, etc.)
- cultural and historical factors: sites, food, languages, etc.

marketing tips 2



- determine aims: economic, educational, research
- strategic marketing
 - ✓ consider aims
 - ✓ prepare to communicate with all potential markets
 - ✓ survey and planning

extend services



- marketing does not end with the sale of a product
- student life: e.g. financial, social, and medical services
- do surveys of graduates
- alumni network: managers and policy-makers

planning



- strategic mid-and-long term internationalization plan
- diversify packages: degree programs, certificates, workshops
- prioritize packages based on organization strengths
- join academic unions, networks, societies

image-making



- provide facts and figures truthfully
- highlight strengths
- use architecture effectively
- let students play their marketing and branding role
- avoid grammatical mistakes (in emails, brochures, websites)

your values



- spend time on your motto
- send an unambiguous message
- be poetic and use wordplays
- be humorous
- less is more

tips



- be true to your brand
- know your opportunities
- invest in sports, cultural events and activities
- use media, online and offline ads intelligently
- devise ways (events, festivals, etc.) to establish your brand



Thanks for dozing off, or not!

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