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Editor

# Competition in Higher Education Branding and Marketing

National and Global Perspectives

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# CONTENTS

- 1 **Introduction: Mapping the Global *Brandscape* of Higher Education** 1  
Gerardo Blanco Ramírez
- 2 **Pathways from Academe to Industry: An Empirical Analysis of Academic Marketing to Prospective Students** 13  
Kem Saichaie and Jarrett B. Warshaw
- 3 **Marketing Context and Branding Content of Private Universities in Chile and Mexico** 37  
Germán Álvarez-Mendiola and Miguel Alejandro González-Ledesma
- 4 **Brand Communication in Flemish Higher Education: A Comparison Between Types of Institutions** 63  
Jelle Mampaey
- 5 **Using a Mixed Methods Approach to Examine the (Re)Imaging of Higher Education Institutions in the Western Balkans** 81  
Antigoni Papadimitriou

<b>6</b>	<b>Branding and the Search for Competitive Advantage in the Field of Mozambican Higher Education Through the Use of Websites</b>	<b>107</b>
	Patrício V. Langa and Nelson C. Zavale	
<b>7</b>	<b>Higher Education: The Impacts of Educational Brand on Students' Decision to Enroll Through Advertising Brochures for Higher Education Institutions in Surabaya Indonesia</b>	<b>143</b>
	Jenny Ngo and Decky A. Ismandoyo	
<b>8</b>	<b>The Notion of Branding in the Higher Education Sector: The Case of Hong Kong</b>	<b>159</b>
	Queenie K.H. Lam and Hayes H.H. Tang	
<b>9</b>	<b>Alumni Engagement in Higher Education: A Matter of Marketing and Leveraging Social Identities</b>	<b>181</b>
	Noah D. Drezner	
<b>10</b>	<b>Branding by Proxy? How Hubs Market (or not) Higher Education Systems Globally: The Example of Qatar</b>	<b>197</b>
	Leon Cremonini and John Taylor	
<b>11</b>	<b>Higher Education Institutional Rankings: Evaluating Their Credibility for Branding and Marketing</b>	<b>221</b>
	Gerald W. McLaughlin, Josetta S. McLaughlin and Jacqueline E. McLaughlin	
<b>12</b>	<b>Conclusions and Reflections on Branding and Marketing in Higher Education</b>	<b>239</b>
	Antigoni Papadimitriou and Gerardo Blanco Ramírez	
	<b>Index</b>	<b>249</b>