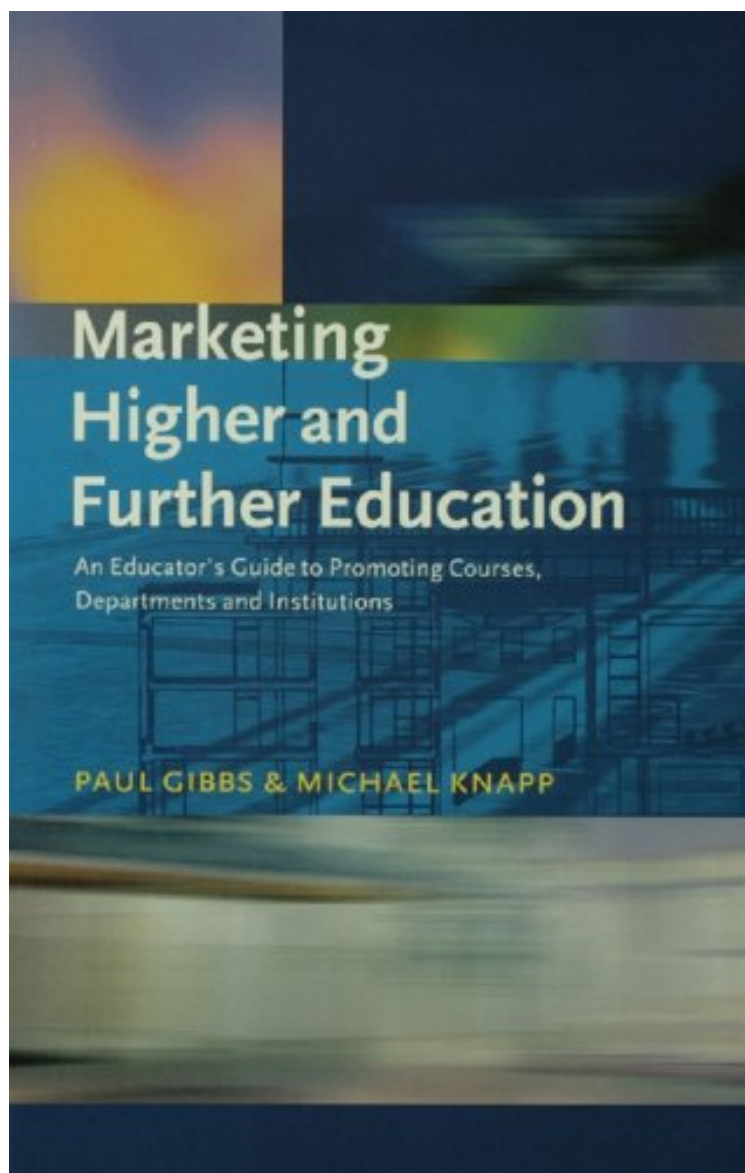


[E-BOOK] Marketing Higher and Further Education: An Educator's Guide to Promoting Courses, Departments and Institutions (Creating Success)

## Marketing Higher and Further Education: An Educator's Guide to Promoting Courses, Departments and Institutions (Creating Success)

*Paul Gibbs*

*ebooks / Download PDF / \*ePub / DOC / audiobook*



DOWNLOAD



+

READ ONLINE

#3117390 in eBooks 2012-12-06 2012-12-06 File Name: B00AZ4O6JM | File size: 41.Mb

**Paul Gibbs : Marketing Higher and Further Education: An Educator's Guide to Promoting Courses, Departments and Institutions (Creating Success)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing Higher and Further Education: An Educator's Guide to Promoting Courses,

## Departments and Institutions (Creating Success):

A manual for anyone wishing to market higher or further education. It offers business-oriented guidance for readers whose main preoccupation may not be marketing itself, but who nonetheless need access to promotion skills, and it covers theory, practice and case studies.

About the Author Dr Paul Gibbs lectured in HE for a number of years and is now Director of the HE Business Unit with Edexcel, the UK vocational and academic awards body. Michael Knapp is Corporate Marketing Director of Edexcel and has held a number of senior marketing jobs, including Marketing Director of HP foods and of Dairy Crest.