

Contents

Preface

Chapter 1	A Need for Educational Marketing	1
Chapter 2	Educational Marketing	13
Chapter 3	Developing Targets for Educational Marketing	55
Chapter 4	The Product	101
Chapter 5	Promotion	119
Chapter 6	Marketing Educational Support Service	137
Chapter 7	Planning and Evaluating the Educational Marketing Effort	173
Chapter 8	Summary	187
Bibliography		191
Author Biographical Sketch		194