Marketing and Communication in Higher Education

Series Ed.: A. Lowrie

The proposed series seeks to critically address marketing and communications related issues in higher education. The series aims to be broad in scope (any aspect of higher education that broadly connects with markets, marketization, marketing and communication) and specific in its rationale (to provide critical perspectives on higher education with the aim of improving higher education’s social function and emancipatory[1] potential for all).

Innovation and globalization are impacting higher education in immense and often unpredictable ways. Some argue, including Carey (2015) at the Education Policy Program at the New America Foundation, that there is a long overdue and welcome shakeup coming from the new technology platforms based, if only metaphorically, in ‘Silicon Valley’ and its equivalents across many countries. Opinions such as these along with public concern about the increasing costs and questionable outcomes, now evident in many countries, occupy the thoughts of higher education administrators, politicians and citizens. Whether you agree or disagree with the theories driving such notions, concepts of innovation and globalization form part of the communication which shapes the debate around higher education and such communication positions higher education in the public mind. How much of this communication is an accurate representation is a matter of debate and the editor of the series would like to encourage that debate.

Essentially, there is a critical market of readers who want a more nuanced and intellectual understanding of higher educations’ role in society, how the above bullet points play out in their own institutions and why and how their institution is marketed as it currently is and how their institution may improve its position in society when it comes to fulfilling its main function: 1) to higher educate the population, and 2) develop and distribute knowledge. From a policy perspective at the local, national and international level, readers will be interest in how to expand the higher education offer to more people and/or improve the quality of that offer for a plurality of constituencies, including faculty.

The editor of the series wants to encourage a more sophisticated consideration of markets, marketization, marketing and communication trends, shifts and innovations impacting higher education worldwide. Authors are invited to submit manuscripts that provide critical insight into the social function of higher education, what it means to be higher educated and how higher education fulfills the role of knowledge production and distribution within and across diverse and plural communities worldwide.

Submission information at the series homepage and springer.com/authors

Order online at springer.com ➤ or for the Americas call (toll free) 1-800-SPRINGER ➤ or email us at: customerservice@springer.com. ➤ For outside the Americas call +49 (0) 6221-345-4301 ➤ or email us at: customerservice@springer.com.