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Marketing Public Relations for Higher Education Institutions*

Abstract: Traditionally, any true university has “the honor and responsibility of consecrating itself without reserve to the cause of truth.” By means of conceptual analysis and factual examples I argue that viability of some higher education institutions can be also correlated, under certain circumstances, with the struggle to become customer-driven providers of educational services. Having a realistic, specific, based on distinctive competences, and motivating mission statement, a university, faculty or department could clearly indicate (a) educational services provided, (b) target audiences, (c) specific learning environment, and (d) the way it interacts with the audiences. Although we are not dealing with an actual market of educational services, we dare to maintain that it is not possible to ensure the viability of a university, faculty, department or study program without carrying out marketing public relations activities. Marketing public relations tools and activities are bound, on the one hand, to meet the clients’ needs profitably for the one who offers (educational) services, and, on the other hand, to produce communicative added value that would consolidate the relation of confidence between the two parties.

Keywords: mixed organization, customer-driven provider, higher education institution, mission statement, learning environment, marketing public relations

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