

Why Marketing and Communications Directors should be at the Top Table of Universities

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Why listen to me?

Believe in children
Barnardo's

RSA

UNESCO

BRITISH AIRWAYS

UNIVERSITY of BRADFORD

MORE THAN

Confused.com

UNIVERSITY OF WEST LONDON
The Career University

Principality
Building Society
Cymdeithas Adeiladu

CITY UNIVERSITY LONDON

RBS

NatWest

Swansea University
Prifysgol Abertawe

CASE
Universities' Marketing Forum

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History of
Marketing
Leaders and the
rise of CMOs in
the business
world



History of
Marketing
Leaders and the
rise of CMOs in
Higher Education



Reasons for this situation

- Maturity of the discipline
- ‘Evidential’ marketing and communications
- Not data driven
- Academic respect

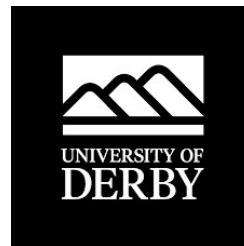
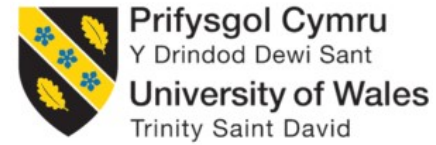


Opportunities for change

- Credibility of leaders and their wider contribution to the senior leadership team
- Evidence of wider 'business impact'
- Marketing Insight functions
- COVID



Recent evidence
of some change
in UK HE



Target 2030

By 2030 at least 75% of UK HEIs to have a CMO or Marketing and Communications Director on their Executive Board



Thank you

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