



The Chartered
Institute of Marketing

Higher Education

The best in Higher Education



Higher Education MIG – who we are

The Chartered Institute of Marketing's Higher Education Market Interest Group (MIG) is the Institute's community for marketers working in Higher and Further Education. The Chartered Institute of Marketing (CIM) is the leading professional body for marketers with members worldwide and offers you:

- **More knowledge** – access exclusive industry intelligence.
- **More connections** – access our networks and events.
- **More development opportunities** – access practical advice and support throughout your career.

The Higher Education MIG is the voice of the higher or further education marketer, providing support through leadership, networking and training, while at the same time enhancing the standing and profile of the profession by celebrating innovation and nurturing best practice.

This vibrant group reflects the needs and interests of its members and aims to:

- Enhance the professional standing and profile of those working in the marketing field in or around higher education.
- Be the voice of the marketing profession in the sector.
- Disseminate best practice and marketing content in the sector.
- Build the network of professional marketers by recruiting and retaining members and studying members.



Higher Education MIG – what we do

Our events provide an opportunity to contribute and learn about the latest thinking in the higher and further education sector and to network with like-minded people. Events run throughout the year. In addition to our annual conference we run events and CPD opportunities specifically tailored to meet your needs.

Higher Education MIG Annual Conference – Customer Centricity March 2011

This year's Annual Conference took place in Nottingham in March and looked at the issue of customer centricity in the Higher Education sector.

With the imminent increase in tuition fees, there is a greater marketisation of HE than in the past; whether universities begin to compete on price or not, the inexorable march towards a market-led HE sector continues apace. HEIs are now switching on to the concept of satisfying their customers' needs and wants – the very essence of marketing. As such, customer centricity was the natural choice for this particular conference.

Throughout the day, delegates heard about complementary themes such as the National Student Survey, student/customer communications, social media, pricing strategy and research, brand positioning and CRM, as well as important areas of 'diversification', including international marketing and business engagement.

Feedback received indicates that this was the best collection of speakers we have had for a conference so far. All of the sessions were informative, insightful and enthusiastic, addressing important topics at this crucial time for the sector.

To learn more about our events visit www.cim.co.uk/hemig

What next?

Developing your skills

The Institute's qualifications are recognised worldwide as a badge of professional expertise. The following qualifications may be of particular interest to marketers in the higher education sector.

CAM Diploma in Digital Marketing

This dynamic qualification covers SEO, PPC, online advertising, e-mail marketing, viral marketing, online PR, social media and more. Explore the latest and most current learning in the rapidly changing digital marketing field. Assessment is by practical assignments – no exams – designed to benefit you in the workplace.

Visit www.camfoundation.com to find out more.

CIM Professional Diploma in Marketing

This qualification is ideal for marketers who are concerned with managing the marketing process at an operational level. The focus moves from the theoretical aspects of marketing towards the many skills needed to manage the function itself – including elements ranging from channel management to communications, along with specialist areas like new product development.

Visit www.cim.co.uk/qualifications to find out more.

Higher Education specific qualifications

We are currently exploring options for collaboration with education and training providers to run HE-specific qualifications, which would be accredited by The Chartered Institute of Marketing. Please check our website for updates –

www.cim.co.uk/hemig

Contact details

If you have any queries regarding the Higher Education Market Interest Group contact Richard Houdmont, e-mail richardhoudmont@cim.co.uk or call **07500 085468**.

