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An examination of integrated marketing communication in US public institutions of higher education

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Abstract

This research analyzes the strategic process of integrated marketing communication (IMC) and its current application in US public institutions of higher education (IHEs). The basis for this research was a survey questionnaire that analyzed the impact of IMC on 42 leading US public colleges and universities (as ranked by U.S. News & World Report). To further expand upon the findings of the survey, interviews were conducted with nine of the 42 survey respondents. The research revealed that several variables impact IMC in US public IHEs to include leadership and formal communication mechanisms. In addition, IMC was shown to contribute to heightened institutional brand recognition. The research also considers whether differences exist between an institution's IMC level and its Carnegie classification and geographic location. (HRK / Abstract übernommen)

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