

*Exclusive to Marketability*

# Academic Marketing Workshop

*'I thought it was a great introduction to the industry ... it was fantastic to have an overall introduction which was very in-depth.'*

*Delegate from World Scientific*

*'A fantastic course! Everything you need to do successful academic marketing, lots of practical things to take away with you.'*

*Delegate from Oxford University Press*

It's tougher to sell to the higher education market now than it's ever been, with universal funding crises and widespread access to free online resources. As we jostle with our competitors for the attention of lecturers, students and libraries, what messages and which channels will succeed?

This workshop will give you the confidence to do the right things by providing a detailed overview of the academic market, and by showing how large and small publishers are responding with excellent practice, giving you both the context and the practical tools to take back to the office.

***Includes:***

- How universities and their libraries are typically structured. Where are the decision-makers? Who holds the purse-strings?
- Funding issues, from tuition fees to private universities
- What lecturers and librarians tell publishers they want
- How buying decisions are made and who gets the sale
- Case examples of 'ideal' textbook, reference and digital marketing plans
- Where face-to-face selling, catalogues/direct mail, conferences, emarketing, email marketing, social media marketing and academic review coverage fit – and tips for doing them effectively
- Exercises on devising a marketing strategy for real titles brought by delegates.

***Course tutors:***

Regular tutor **Rachel Maund** is joined by **Laura Ingle**, Senior Marketing Manager, Institutional Markets, at Oxford University Press.

***What's the day like?***

An insight into the realities of the academic sector and a great confidence-boost.

***Who should attend?***

Marketing Executives and Managers, and Editors in academic publishing.

CHECK UPCOMING DATES NOW AT [www.marketability.info/academic](http://www.marketability.info/academic)

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