

**CALL FOR CASES**  
**Proposal Submission Deadline: November 15, 2009**  
**Full Case Submission Deadline: February 1, 2010**

***Cases on Innovations in Educational Marketing: Transnational and Technological Strategies***

A case book edited by Dr. Purnendu Tripathi and Dr. Siran Mukerji

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**Introduction and Overall Objective of the Book**

Growing global competition for quality education, technology and collaboration is playing a paramount role in redefining and re-strategizing institutions to achieve a competitive advantageous international position. Educational institutions need to reorient their approach in a highly aggressive and demanding environment which is fraught with numerous educational programs with international campuses and virtual learning spaces. These institutions are thus emerging as educational corporate entities with a bouquet of academic programs as products endeavoring to augment their presence world wide with the innovative technological and transnational strategies. Hence, the future is for these organizations which possess differentiated and technologically innovative educational programs along with distinctive support services.

This book will present a collection of cases on innovations in the field of educational marketing from transnational and technological perspectives. It will address the prominent issues of marketing, governing the entire education sector with the following as its principle objectives:

- a. To present a comprehensive volume of institutional cases on educational marketing and their technological and transnational strategies;
- b. To provide the audience a comparative analytical perspective of educational marketing approaches for quality centered international education; and
- c. To highlight how the advancements in technology are being utilized for marketing and forging partnership for international multi campus educational establishments in order to expand their reach.

Accordingly, the mission of this book is to provide an international platform to the policy makers, educators, researchers, educational program managers and developers, trainers, educational administrators, management / marketing specialists, and so on. to contribute and share their experiences, ideas, attitudes and perspectives on how institutions in their respective countries are addressing the key issues of educational marketing towards providing quality and internationally accredited education to all.

**Target Audience**

For educational policy makers, administrators, educators, trainers and researchers in educational management and marketing and educational technologists, the book will provide comparative and comprehensive analysis of technological and transnational strategies in educational marketing on various issues across the world and also the best practices and experiences from a diverse range of countries. It will be a good resource book for researchers in management and development of education. The

book will also benefit marketing educators since one of the salient issues of the book is marketing of education programs and institutional support services. It is expected that contributions from institutions of the developed and developing world would help the educators to understand the challenges ahead in the marketing aspect of the education sector. Thus helping them to frame future strategies on the right kind of marketing, promotion, communication and technology mix for their respective institutions/ countries.

For educational program managers, support services managers, external relation/ partnership managers and business development professionals, the book is concentrating on the issue of educational marketing from a trans-national perspective, so this book will provide a comprehensive insight into key international collaborative strategies for educational institutions.

**Suggested topics include, but are not limited to the following:**

The editors invite case studies on the broad theme of Educational Marketing from technological and transnational perspectives but not limited to the following only:

<i>Transnational Partnership and Collaboration of Educational programs</i>	<i>Virtual Spaces and Educational Marketing</i>
<i>Web 2.0 Technologies and Educational Marketing</i>	<i>Technology and Educational Marketing</i>
<i>Competitive Pricing Decisions in New Academic Programs</i>	<i>Technology in Transnational Strategies for Education</i>
<i>Consumer Behavior and Development of New Educational Programs</i>	<i>Digital Service and Education</i>
<i>Direct Marketing of Educational Programs</i>	<i>Education Product Management</i>
<i>Educational and Allied Services Marketing</i>	<i>Educational Brand Management</i>
<i>Educational Institution Corporate Identity</i>	<i>Educational Market Segmentation</i>
<i>Educational Marketing and E-Communications</i>	<i>Educational Marketing for Community Support and Social Development</i>
<i>Educational Marketing Management</i>	<i>Marketing Mix for Education</i>
<i>Marketing Research and Education</i>	<i>Educational Product Management &amp; Differentiation</i>
<i>Electronic Educational Marketing Strategies and Paradigms</i>	<i>Educational Product Promotion, Advertising and Publicity</i>
<i>E-Marketing and Education</i>	<i>Ethical Issues in the Marketing of Education</i>
<i>Globalization and Educational Marketing</i>	<i>Green Marketing for Education</i>
<i>Innovations in Technology for Educational Marketing</i>	<i>Institutional Corporate Identity, Trademark of Academic Programs</i>
<i>Interactive Technologies for Marketing Education Programs</i>	<i>International Educational Marketing Strategies and Technology</i>

*International Partnership and Franchising*  
*Online Marketing and Educational Programs*  
*Quality Assurance in Educational Programs and Support Services*

*Network Marketing and Educational Institutions*  
*Pricing of Academic Programs*  
*Technology and Educational Promotional Mix*

*Service and Support for Educational Programs*

*Societal Marketing and Education*

*Strategic Collaboration and Transnational Education Marketing Technologies for Marketing of Educational Programs*  
*Educational Services Marketing and Technology*  
*Technology for Relationship Marketing and Sustainable Educational Development*  
*Technology Enhanced Educational Partnership Management*  
*Technology for Transnational Partnership and Collaboration in Education*  
*Educational Product Package, Program Positioning in Global Market*

*Student Experience Management*  
*Academic Program Life Cycle Management*  
*Technology in New Educational Program Development*  
*Technology Enabled Students Relationship Management*  
*Quality Assurance in Educational Programs and Support Services*  
*Services Marketing in Education*  
*Management of Technology and Marketing-Led Change in Education*

**Authors are encouraged to send cases on their institutional experiences of educational marketing from technological and transnational perspective.**

### **Submission Procedure**

Researchers and practitioners are invited to submit *on or before November 15, 2009*, a 2-3 page case proposal clearly explaining the mission and concerns of his or her proposed case. Authors of accepted proposals will be notified by **November 25, 2009** about the status of their proposals and sent case guidelines. Full cases are expected to be submitted by **February 1, 2010**. All submitted cases will be reviewed on a double-blind review basis. Contributors may also be requested to serve as reviewers for this project.

### **Publisher**

This book is scheduled to be published by IGI Global (formerly Idea Group Inc.), publisher of the “Information Science Reference” (formerly Idea Group Reference), “Medical Information Science Reference,” “Business Science Reference,” and “Engineering Science Reference” imprints. For additional information regarding the publisher, please visit [www.igi-global.com](http://www.igi-global.com). This publication is anticipated to be released in early 2011.

### **Important Dates:**

**November 15, 2009:** Proposal Submission Deadline

**November 25, 2009:** Notification of Acceptance

**February 1, 2010:** Full Case Submission  
**April 15, 2010:** Review Result Returned  
**May 31, 2010:** Revised Final Case Submission  
**June 30, 2010:** Final deadline

*Inquiries and Submissions can be forwarded **electronically** (Word document) or by **mail** to:*

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