EDLE 602. MARKETING & STRATEGY IN INTERNATIONAL EDUCATION LEADERSHIP.

Credits: 3

Offered by: Education - Dean's Office (Graduate Studies)

This course is not offered this catalogue year.

Description

This course will focus on interconnected concepts such as the principles of marketing in private and public sector organisations, the marketing needs of education institutions (e.g. student recruitment, reputation and institutional image), and the identification of target markets.

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

Launch Visual Schedule Builder (https://vsb.mcgill.ca/vsb/criteria.jsp)