

Selling School: The Marketing of Public Education



Public education is a cornerstone of American society. It is a right guaranteed by the Constitution, and it is essential for the development of a well-informed and productive citizenry. However, public education is also a business, and like any other business, it must market itself in order to succeed.

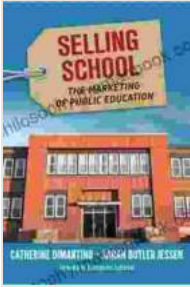
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by Sarah Butler Jessen

★★★★☆ 4.8 out of 5

Language : English

File size : 8770 KB



Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 208 pages
Paperback	: 96 pages
Reading age	: 8 - 12 years
Item Weight	: 4.8 ounces
Dimensions	: 5 x 0.4 x 7.6 inches



The marketing of public education has become increasingly important in recent years. As the number of private schools has grown, public schools have had to compete for students. In addition, the rise of standardized testing has put pressure on schools to improve their performance. As a result, public schools have had to find new ways to reach out to parents and students and to promote their programs.

The Marketing Mix

The marketing mix is a set of four elements that businesses use to market their products or services. These elements are product, price, place, and promotion.

Product

The product in the case of public education is the education itself. This includes the curriculum, the teachers, the facilities, and the overall learning environment. Public schools must offer a product that is attractive to parents and students. This means providing a high-quality education that is relevant to the needs of the students.

Price

The price of public education is the cost of attending school. This includes tuition, fees, and other expenses. Public schools must set a price that is affordable for parents and students. However, they must also make sure that the price is sufficient to cover the costs of providing a high-quality education.

Place

The place where public education is offered is the school building. Public schools must choose a location that is convenient for parents and students. They must also make sure that the school building is safe and conducive to learning.

Promotion

Promotion is the process of communicating with parents and students about public education. This includes advertising, public relations, and other forms of communication. Public schools must use promotion to raise awareness of their programs and to encourage parents and students to enroll in their schools.

Marketing Strategies

Public schools can use a variety of marketing strategies to reach out to parents and students. These strategies include:

- **Advertising:** Public schools can advertise in newspapers, magazines, and on television and radio. They can also use online advertising to reach parents and students who are searching for information about schools.

- **Public relations:** Public schools can use public relations to generate positive publicity about their programs. This can involve working with the media to get their stories covered in the news. Public schools can also use social media to connect with parents and students and to share information about their programs.
- **Community outreach:** Public schools can reach out to parents and students in their communities through events such as open houses, school fairs, and sporting events. These events give parents and students an opportunity to learn more about the school and to meet the staff and teachers.
- **Parent involvement:** Public schools can encourage parents to get involved in their children's education. This can involve volunteering in the classroom, attending school events, and participating in parent-teacher organizations.

The Importance of Marketing

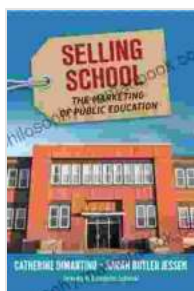
Marketing is essential for the success of public education. By marketing their programs, public schools can attract parents and students and build support for their schools. Marketing can also help public schools to improve their performance and to meet the needs of their students.

Public schools are facing a number of challenges, including declining enrollment, increasing competition from private schools, and budget cuts. Marketing can help public schools to overcome these challenges and to continue to provide a high-quality education for all students.

Public education is a valuable asset to our society. It is essential for the development of a well-informed and productive citizenry. However, public

education is also a business, and like any other business, it must market itself in order to succeed.

By using effective marketing strategies, public schools can reach out to parents and students, build support for their schools, and improve their performance. Marketing is essential for the success of public education, and it is an investment in the future of our children.



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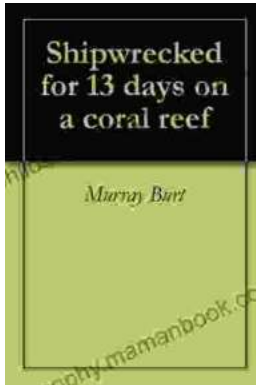
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