

SOME CRM PRINCIPLES AND STRATEGIES APPLIED IN BRANDING AN INSTITUTION OF ENGINEERING EDUCATION

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Abstract: At the beginning of this new millennium, Romanian engineering education has been forced to switch from operating in a protected, regulated market with a steady income, towards the need of performing in a strongly competing academic environment, having to deal with a lot of new aspects and problems like globalization, programme and qualification mixes, funding etc. The primary acute consequence of these new conditions is that the institutions of engineering education have to simultaneously market and brand themselves. The present paper comes to propose a model for extrapolating some CRM principles and strategies from the business environment to the situation of branding an institution of engineering education. The scientific content of the paper is the result of a collaborative approach of authors coming from a Romanian technical university and from a Turkish administrative sciences university.

Key words: engineering education, CRM, marketing, branding, quality management.