



Mercadeo Educativo (Spanish Edition)

Edgar Enrique Zapata Guerrero

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Durante muchos años, las instituciones educativas estuvieron divorciadas del mercadeo educativo. Se esperaba que la calidad y tradición académica de las instituciones educativas se impusieran en el mercado. Luego surgió un hecho concreto: el servicio educativo resulto cada vez más competido y las instituciones se encontraron ante la imperiosa necesidad de producir o profundizar su valor propio y diferenciado en relación con otras instituciones educativas.

Aparece, entonces, la necesidad de buscar un posicionamiento especial, la necesidad de cada universidad e institución educativa de encontrar su propio espacio. De reforzar la identidad institucional y de entregar un producto educativo, cada vez más valorado, y en capacidad de interpretar mejor las necesidades de una comunidad y sus estudiantes. Este es el tema del mercadeo educativo que aborda, con toda propiedad, el profesor Edgar Zapata en esta publicación. Este trabajo, ayuda justamente, a que los administradores universitarios y de las organizaciones educativas en general, encuentren las preguntas y los conceptos que faciliten su proceso de reflexión para lograr tener mejores programas educativos.

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