

The area that I will be researching and writing about is higher education marketing. I have chosen to research this subject because I am personally interested in many of the concepts, ideas and practices involved in higher ed marketing and my current internship is primarily concerned with the marketing and web presence of Texas Tech University. As the Web and multimedia intern for the Office of Communications and Marketing I am charged with the task of creating web pages and multimedia that accurately reflect the university and provide a user experience that will attract prospective students, and interest affiliated institutions and persons. This is my definition of higher ed marketing.

The focus of my paper will be on the writing and design aspects of higher ed marketing. These two aspects are closely related in the context of Web marketing, I will further explain this in the paper.

The target audience of my paper will be potential and current technical communication students. I have chosen to target this particular segment of people because I believe my research and report can provide helpful insight into a potential career path for technical communication students. The audiences' involvement in the topic will probably be limited, unless they work for a department or office on-campus in which they engage in marketing or promotion related task.

I believe that the area of higher ed marketing is one that my audience will vaguely familiar with because of their awareness of general forms of marketing and promotion. I believe that after reading my paper the audience will be able to identify key concepts, practices and effective

higher ed marketing. I hope to accomplish this through providing simple yet thorough explanation of higher ed marketing concepts and examples of dynamic marketing on higher ed institution Web sites.

Bibliography

1. Earle, Ralph, *STC-“New Roles for Technical Writers: Technical Marketing Communication”* Summary: STC, 1996, <http://www.stc.org/confproceed/1996/PDFs/PG153.PDF>

Technical software marketing is a specialty that calls upon skills technical writers already possess. Clear, accurate product information is essential in today’s complex market; decision-makers need to know how your software will fulfill their business needs. In making the shift from documentation to marketing writing, it is necessary to broaden your sense of the writing’s purposes, and prepare for different ways of working with your material. However, many key aspects of the two specialties are the same, such as the need to uphold a consistent, well-defined tone and organization, and above all to strive for consistency and clarity.

2. King, Janice. “Copywriting That Sells High Tech”. WriteSpark Press (January 2, 2006).

Copywriting That Sells High Tech is the definitive guide to writing powerful promotional materials for technology products, services, and companies. Provides valuable insights and practical advice on writing clear and compelling promotional materials for technology products and services. The book is full of hundreds of ideas, examples, and techniques for improving the content of print and online materials.

3. Redish, Janice. “Letting Go of the Words”—Writing Web Content that Works. Morgan Kaufmann Publishers. 2007. Pg. 68, 102-104,130-131.

This book helps you write successfully for web users. It offers strategy, process, and tactics for creating or revising content for the web. It helps you plan, organize, write, design and test web content.

4. McGovern, Gerry. (2006). *Killer Web Content*. London: A & C Publishers Ltd. pg. 68-90

Killer Web Content gives you the strategies and practical techniques you need to get the most from your Web content. Accessible, concise and practical, it will help make your website really work for you.

5. Multiple authors. eduStyle Blog. <http://www.edustyle.net/blog/>.

Rational: This is a popular blog used by “campus web designers”. The blog focuses on the latest and greatest in the world of higher ed marketing. It will be a valuable source for examples of good marketing via web design by higher education institutions.

6. Karine Joly. “Web, marketing & PR in higer ed” blog- Collge Web Editor.
<http://collegewebeditor.com/blog/>

Rational: Collegewebeditor.com is an independent, popular, and influential blog about the Web, marketing, and PR in higher education Blog author Karine Joly is a Web marketing professional, a new media expert and a Web editor. My purpose for using this blog as a source for my paper is to use utilize the authors knowledge of emerging and current trends and ideas in higher ed marketing.