

University Brand vs. B-School Brand:

How to Coordinate for Maximum Visibility

Moderator: Elizabeth Scarborough, CEO
SimpsonScarborough

Panelist: Simon Earp, Corporate Development Director
University of Edinburgh, Business School

Panelist: Lara M. Kline, Assistant Dean of Marketing & Strategy
Kogod School of Business, American University

engaged

integrated

Regis College
1000 Washington Ave., Fairfield, CT 06424
203.254.2000

REGIS
SCHOOL OF BUSINESS

Engaging

REGIS
SCHOOL OF BUSINESS

Women's History

Domestic Partnership

REGIS
SCHOOL OF BUSINESS

Management Decision

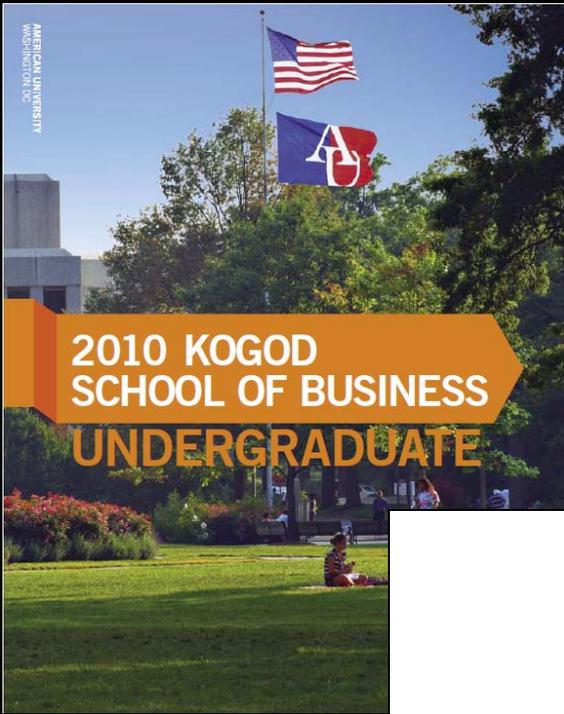
Global Perspectives

REGIS
SCHOOL OF BUSINESS

Women's Difference

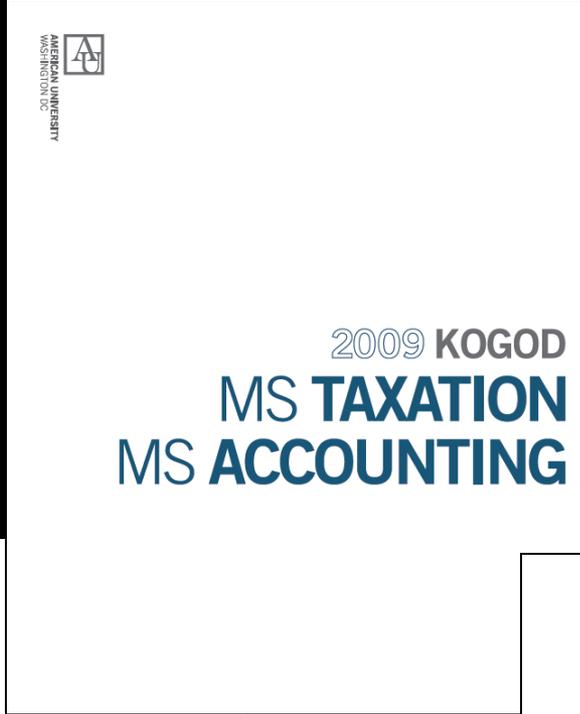
Business of Science in Business Administration

REGIS
SCHOOL OF BUSINESS



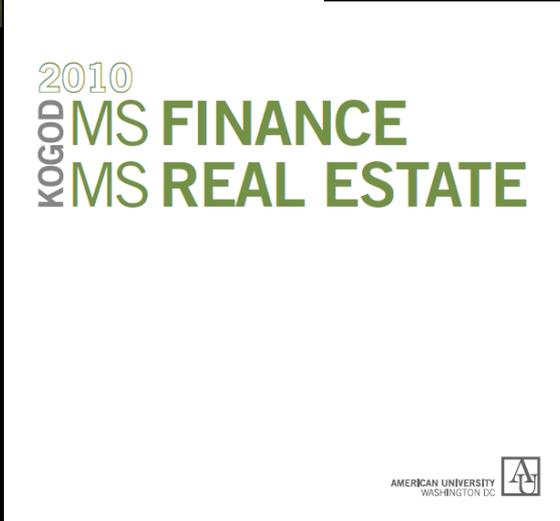
AMERICAN UNIVERSITY
WASHINGTON DC

**2010 KOGOD
SCHOOL OF BUSINESS
UNDERGRADUATE**



AMERICAN UNIVERSITY
WASHINGTON DC

**2009 KOGOD
MS TAXATION
MS ACCOUNTING**



**2010
KOGOD MS FINANCE
MS REAL ESTATE**

AMERICAN UNIVERSITY
WASHINGTON DC



**2010
KOGOD MBA**

AMERICAN UNIVERSITY
WASHINGTON DC

START WITH WHAT YOU KNOW

THE KOGOD SCHOOL OF BUSINESS
AMERICAN UNIVERSITY » WASHINGTON DC

YOU KNOW
HOW TO
GET AHEAD

THE KOGOD SCHOOL

YOU KNOW
WHAT
KNOW-HOW
IS WORTH

KOGOD SPECIALIZED MASTER'S PROGRAMS

YOU KNOW
YOUR FUTURE
IS IN BUSINESS

2011 KOGOD UNDERGRADUATE PROGRAMS

In...

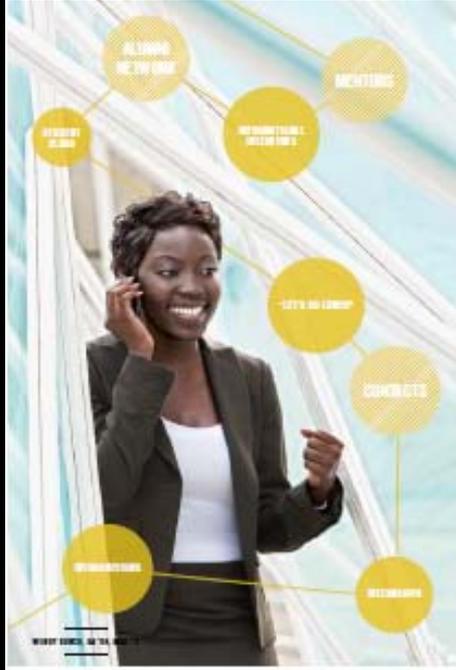
CAN
KOGOD
CHANGE WHAT
YOU KNOW
ABOUT
BUSINESS?



CARTER GIBSON, OSASPA '12

Photography by Matthew

and Design by M. & M. Co.



WISDOM FROM THE BEST

THE CHANCE TO GROW WITH FINANCE is a way of life. The more successful you'll be in your career. Stay connected with the kinds of people who can help you advance to key—and targeted—career opportunities to create and sustain these connections. Your preferences and interests in education are some of the most accomplished and well-rounded professionals in their fields and industries. Your career advice knows how to get you in the line with the right opportunities. Clear and consistent help you bring back with your character and integrity. All you have to do is make one.

YOU KNOW CONNECTIONS COUNT

THE FINANCE



THE FINANCE PROGRAM provides students with a rigorous and traditionally exceptional framework to analyze and better understand finance and the real world as well as core competencies, and areas, commercial banking, corporate finance, financial regulation, investment banking, and development banking.

The **BSA** leading you to the heart of financial market regulation and policy. You'll learn from expert faculty, advanced case studies, and active professionals' hands-on access to the day-to-day business and policy analysis of the financial world. Key curriculum components include quantitative modeling, quantitative methods, investments, fund finance, and derivatives.

THE MASTER OF SCIENCE IN FINANCE

33

CREDIT COUNSELING
WILL OPEN TO YOU THIS

- The **BSA** program requires 33 credit hours from BS, with the possibility of earning more.
- Full-time students can complete the program in one calendar year, including summer sessions.
- Part-time students can complete the program in two years.

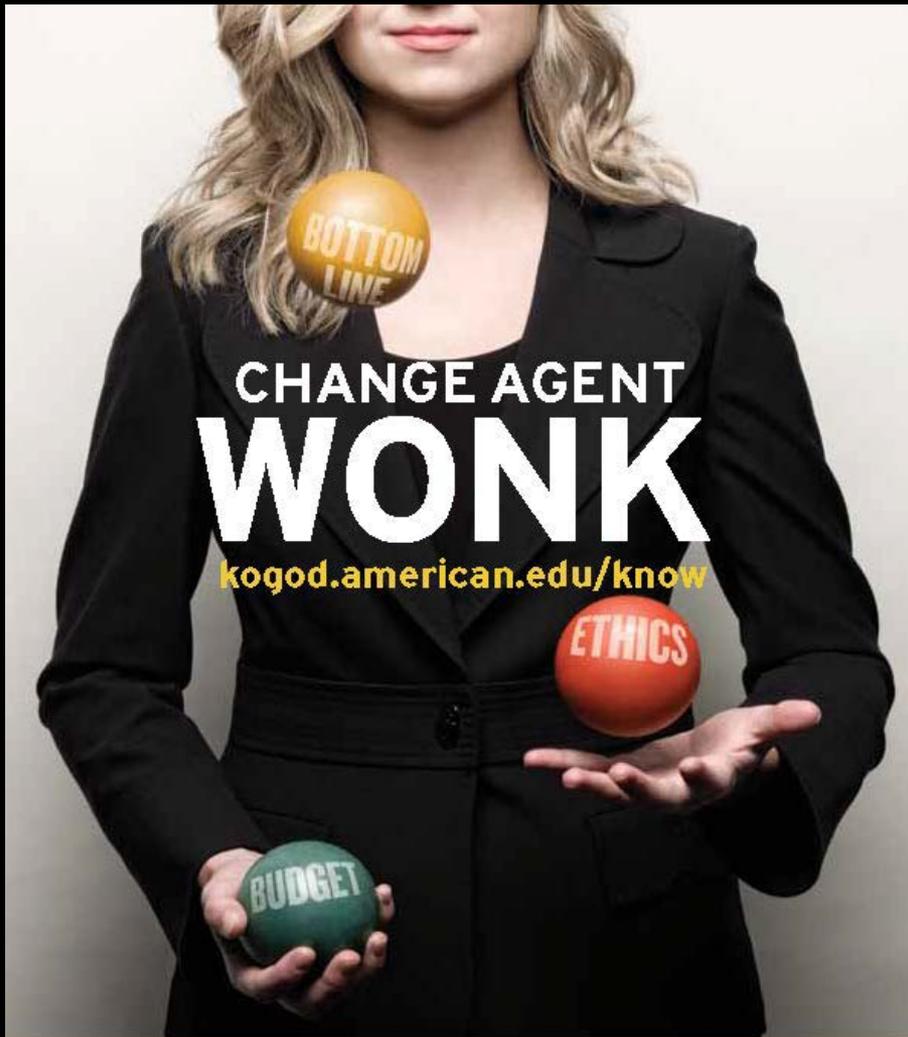


THE FINANCE PROGRAM

THE INVESTMENT BUSINESS that let people tell you you're too young to start thinking about your career. They agree don't believe anyone who says you have to leave to go to college or right now. Think what college is for...and target your own opportunity to find the path that's right for you. Our academic programs are the greatest...and allow you to make a contribution that sets your strengths and interests. And we'll support you with every step.

YOU KNOW YOU'LL FIND YOUR OWN WAY

THE FINANCE PROGRAM



CHANGE AGENT
WONK

kogod.american.edu/know

Start with what you know. Then come see us about the rest.



KOGOD SCHOOL *of* BUSINESS
AMERICAN UNIVERSITY • WASHINGTON, DC



BUSINESS WONK

We know that purpose and profit are not at odds. You know meaningful change requires equal parts passion and know-how.

Start with what you know. Then come see us about the rest.

Graduate Business Education at American University's Kogod School of Business

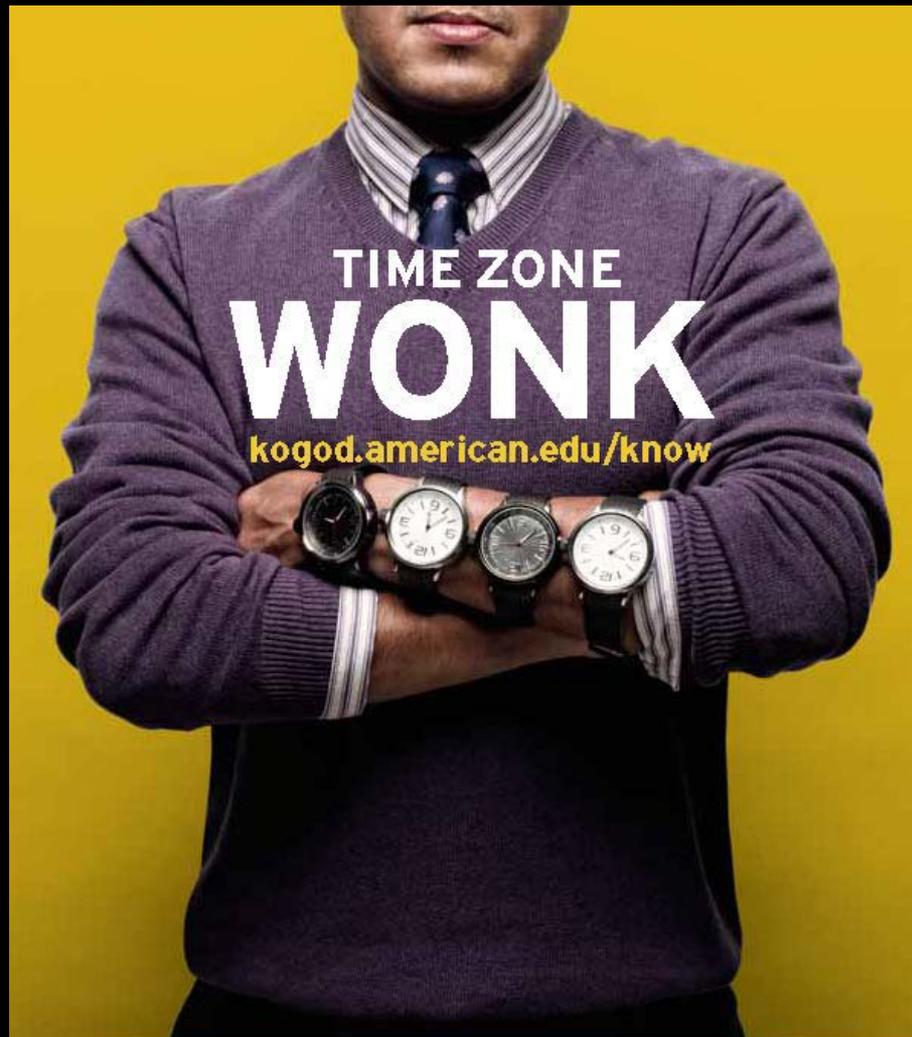
Be in the know: kogod.american.edu/know



KOGOD SCHOOL *of* BUSINESS
AMERICAN UNIVERSITY • WASHINGTON, DC

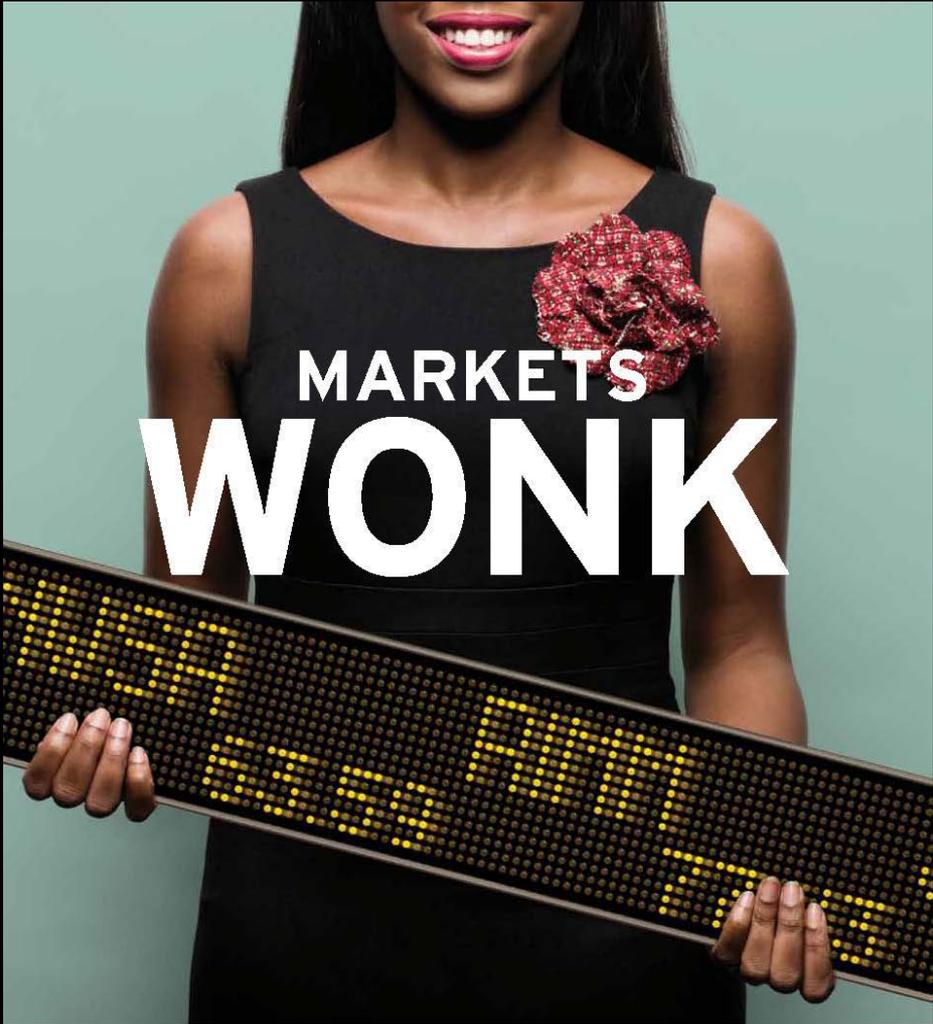
KNOW
WONK

Wonk Ads



Start with what you know. Then come see us about the rest.

 **KOGOD SCHOOL of BUSINESS**
AMERICAN UNIVERSITY • WASHINGTON, DC



MARKETS WONK

We know that market fluctuations make your heart flutter. You know it's important to take a long view of the market, and that the best decisions combine intuition and expertise. Start with what you know. Then come see us about the rest.

Graduate Business Education at American University's Kogod School of Business.
Be In the Know. kogod.american.edu/know

 **KOGOD SCHOOL of BUSINESS**
AMERICAN UNIVERSITY • WASHINGTON, DC

**KNOW
WONK**



UNIVERSITY OF EDINBURGH Business School

University home

- About Us
- MBA
- MSc
- Undergraduate
- PhD
- Research
- Executive
- Partnerships
- Search

THE EDINBURGH ADVANTAGE WHAT CAN IT OFFER YOU?

Innovative research and educational programmes. Faculty who tackle difficult questions and help you find the answers. A vibrant network for debate about the latest business issues. The opportunity to learn alongside international, motivated and high-achieving peers. At the heart of a university with a 400 year heritage that is consistently rated as one of the world's best, and centrally located in one of Europe's most stunning business and cultural capitals. The University of Edinburgh Business School offers an experience that few can rival.



LATEST: EVENT: ANGEL INVESTING IN SCOTLAND...

NEWS / EVENTS

<p>MBA >>>></p> <p>Consistently ranked amongst the world's best, the Edinburgh MBA provides a unique opportunity to accelerate your career.</p>	<p>POSTGRADUATE >>>></p> <p>Realise your career aspirations with our dynamic and innovative portfolio of specialist masters programmes.</p>	<p>UNDERGRADUATE >>>></p> <p>Our choice of ten undergraduate degree programmes enables you to tailor your studies to meet your career goals.</p>	<p>THE CITY >>>></p> <p>A seamless blend of a dynamic business community, a World Heritage site and the cultural opportunities of a European capital city.</p>
--	--	---	---



UNIVERSITY OF EDINBURGH
Business School



Iconic city. Visionary MBA. Infinite potential.

Internationally accredited and highly rated, the Edinburgh MBA is one of the world's most valued business qualifications.

The University of Edinburgh Business School shares in an educational heritage that stretches back more than 400 years. Our history, reputation and location in one of the world's most recognisable cities attracts a diverse and international student

community. Edinburgh MBA students come here to connect with business thinkers and address current issues through cutting edge research and informed debate.

For an MBA programme that offers a values-led curriculum focused on leadership, innovation and best practice, choose the Edinburgh MBA.

www.business-school.ed.ac.uk/mymba

mba@business-school.ed.ac.uk



The University of Edinburgh is a charitable body registered in Scotland, with registered number SC0053336



UNIVERSITY OF EDINBURGH
Business School



Iconic city. Inspirational MSc. Infinite potential.

MSc in Accounting and Finance | MSc in Carbon Management | MSc in Finance and Investment
MSc in International Business and Emerging Markets | MSc in Management | MSc in Marketing
MSc in Marketing and Business Analysis

Internationally accredited and boasting seven innovative MSc programmes, the University of Edinburgh Business School attracts a diverse student community from across the globe.

Studying for your MSc at Edinburgh is a unique opportunity to experience one of the world's leading universities and most iconic cities. It's also a proven route to faster career progression.

Make a sound business decision for your future - choose the University of Edinburgh Business School for your MSc.

www.business-school.ed.ac.uk/msc

msc@business-school.ed.ac.uk



The University of Edinburgh is a charitable body registered in Scotland, with registered number SC0053336



UNIVERSITY OF EDINBURGH
Business School

Inspiring thinkers.

FOR LEARNING EUROPE'S MOST STUNNING BUSINESS CULTURAL CAPITALS

ONE OF EUROPE'S MOST STUNNING BUSINESS CULTURAL CAPITALS

STIMULATING ENVIRONMENT

AVIBRANT NETWORK FOR DEBATE ABOUT THE LATEST BUSINESS ISSUES WITH 400 A DIVERSE ASSURANCE

WITH UP TO MINUTE THINKING

CENTURIES OF HISTORY

FEW CAN RIVAL WITH A PLACE BORN

EXPERIENCE THAT

INNOVATIVE RESEARCH EDUCATIONAL AND PROGRAMMES

A SOURCE OF KNOWLEDGE

FIERCELY COMPETITIVE ENVIRONMENT

MARKET LEADING EDGE THINKING

CENTURIES OF HISTORY,
UP-TO-THE-MINUTE
THINKING.

We are a catalyst. A place where ideas are born, theories debated and business done. As part of one of the world's leading universities, we offer a stimulating environment for business and for business. We are a gateway to the latest research and an opportunity to engage with the new generation of business leaders.

One City. One School. One Choice.

Visit www.inspiringthinkers.ed.ac.uk/corporate
email corporate@inspiringthinkers.ed.ac.uk
text 76552* for full details





UNIVERSITY OF EDINBURGH
Business School



THE BIG DEBATE
**ARE MANAGEMENT
QUALIFICATIONS REALLY
THAT IMPORTANT?**

CLEAR LINES OF COMMUNICATION
**CLEVER MARKETING OR
JUST PLAIN CONFUSING?**

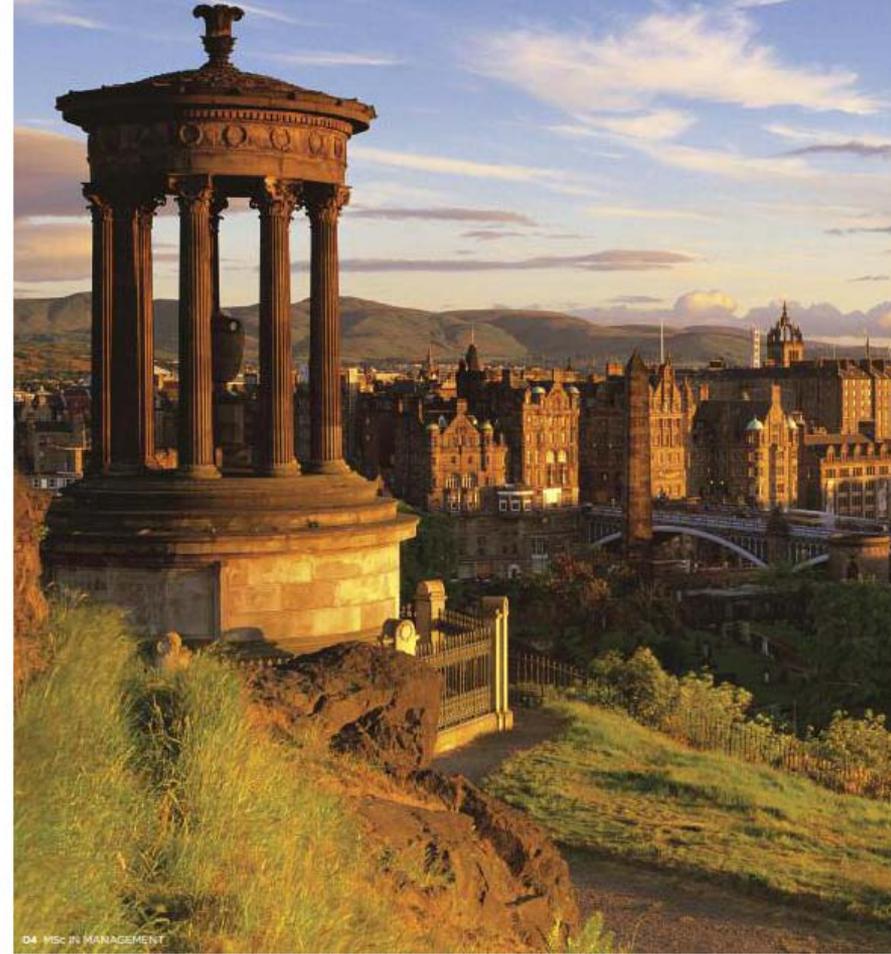
POLITICAL ECONOMY
**FREE MARKETS vs GOVERNMENT
INTERVENTION: WHAT IS THE
RIGHT BALANCE?**

| MSc in Management

Putting you at the heart of business

THE CITY OF EDINBURGH

AS ONE OF EUROPE'S LEADING FINANCIAL CENTRES, EDINBURGH UNIQUELY COMBINES A DYNAMIC BUSINESS COMMUNITY WITH ITS STATUS AS A WORLD HERITAGE SITE



04 MSc IN MANAGEMENT

A city and a school
built on ideas





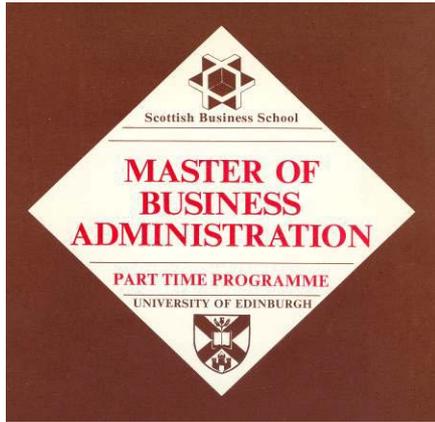


UNIVERSITY OF EDINBURGH
Business School

“Re-branding the School- it's only a name after all”..

Simon Earp

Director Corporate Development
University of Edinburgh Business School



UNIVERSITY OF EDINBURGH
DEPARTMENT OF
BUSINESS STUDIES
PART TIME MBA

SEAMS

**Management School and
Economics**

EUMS



Management School

The latest school of thinking



2011 ANNUAL CONFERENCE

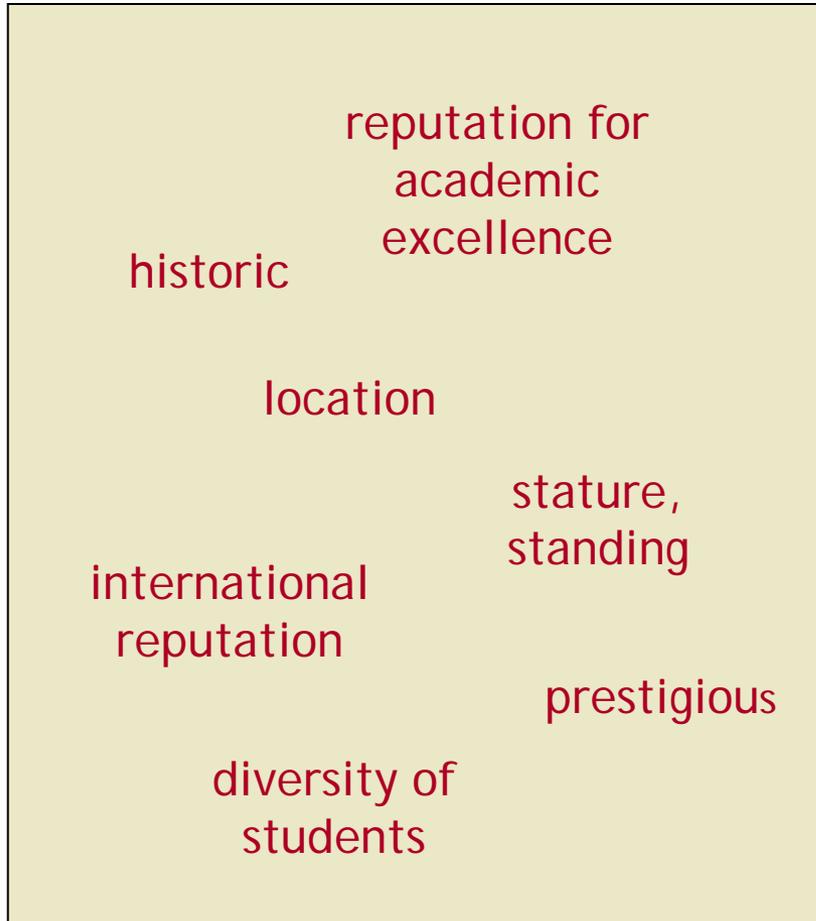


Research

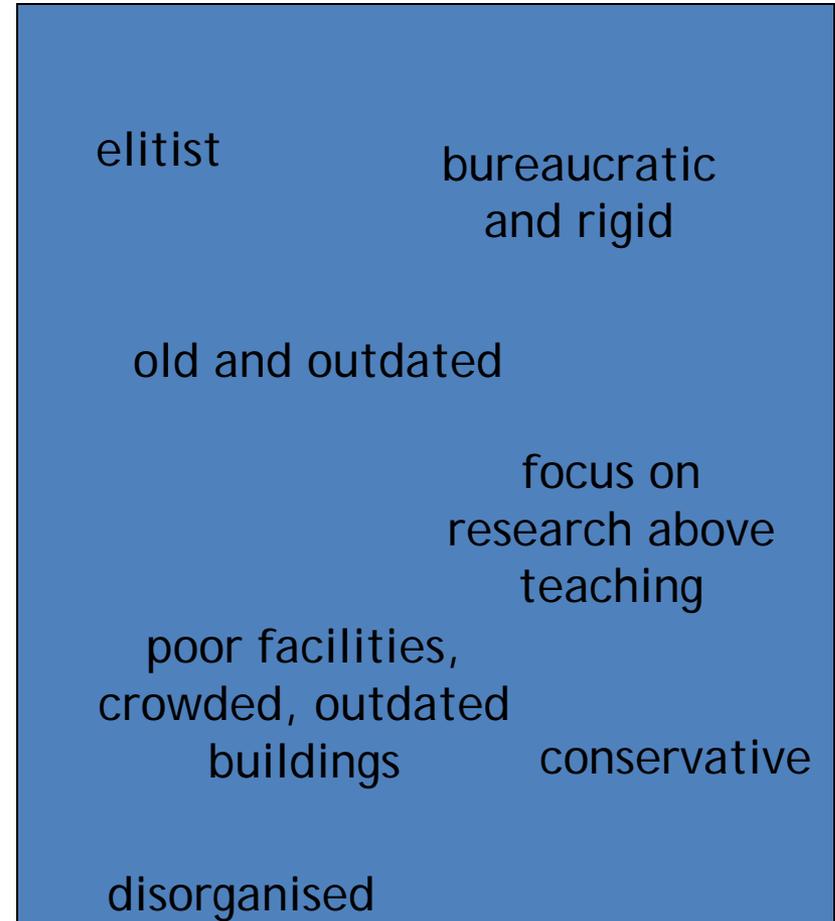
- Staff interviews and workshops
- On-line survey students alumni
- Face-face/telephone interviews
 - Corporates
 - Peer Schools
 - Professional bodies
- 700 participants

Perceptions of the University of Edinburgh

STRENGTHS



WEAKNESSES



Perceptions of the Management School and Economics

STRENGTHS

good reputation in Scotland	university's reputation
	Edinburgh location
committed faculty and support staff	strong international programmes
flexibility of courses	
reputation for finance	depth and range of courses

WEAKNESSES

old-fashioned	"doesn't stand out as an individual institution, merely as faculty of the university,... it lacks individual branding"
"lack of real business focus - too academic on some courses" yet research reputation not excellent"	
	poor links to business world
"in a tier below the top UK management schools"	poor facilities, crowded, outdated buildings

Relationship between Management School and Economics

In terms of the academic pecking order at UoE the economics community is a bit sniffy about their "trade" colleagues

The difference between the two lies in the intellectual style - not about the quality difference

Ideally it would be a modern marriage where each partner is equal, keeps their own name and has its own job to do

When an economics department is incorporated into a business school it is usually a sign that it isn't very good

We [economics] are a science, they are not a science

Strengths of the Management School

International outlook

The University, its reputation and long history of business education

Strong reputation for finance and investment

UoE wants the School to succeed, is investing in the School with new facilities etc

Association with the UoE and its reputation for academic excellence

Good quality student intake

There is a warmth towards the School within the local business community

Good quality teaching and faculty

Weaknesses of the Management School

We are no good at making a fuss about ourselves

Confused and inward looking

Not an integrated school... all the disciplines are not united behind a shared vision

Trades heavily on the UoE reputation, has yet to carve one for itself

Not fulfilling research potential, making its position within a research led university difficult

Name doesn't make sense

Trades heavily on the UoE reputation, has yet to carve one for itself externally

They hide their light under a bushel. They have some great, talented people they just don't capitalise on

The proposition...

Brand promise

Get connected

Strap line

Putting you at the heart of
business

Brand Values

Innovation
Stimulation
Prestige

Tonal Values

Proactive
Confident
Inspiring

Visual Identity

Capitalise on university identity
but express the values/positioning of
the Business School

University crest not 'fit for purpose'





UNIVERSITY OF EDINBURGH
School of Business and Economics



UNIVERSITY OF EDINBURGH
Business School