

University Brand vs. B-School Brand:

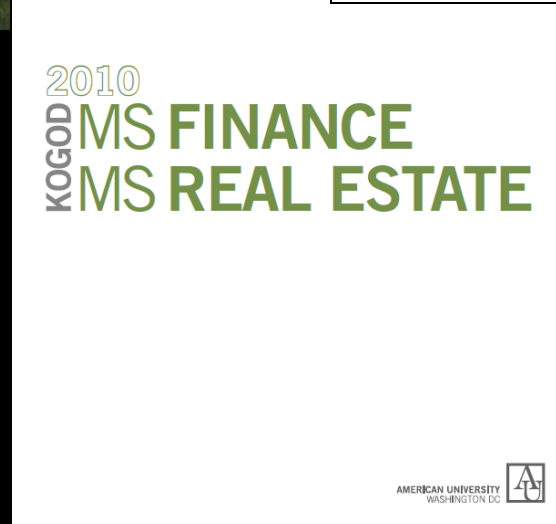
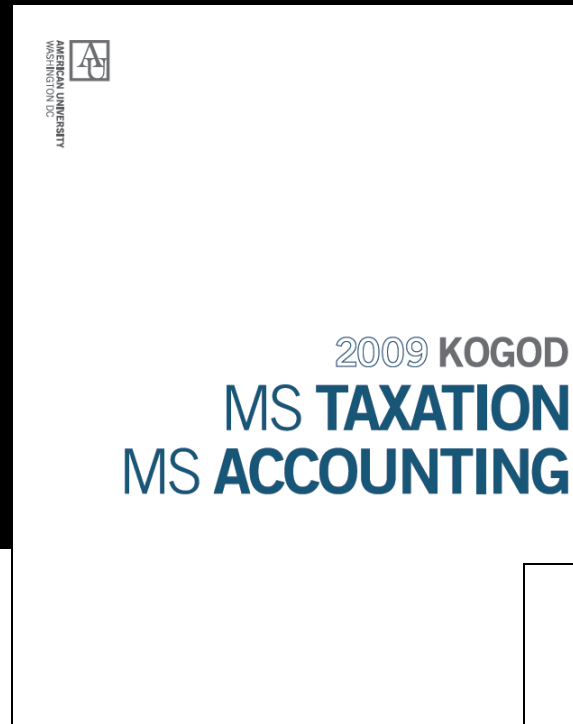
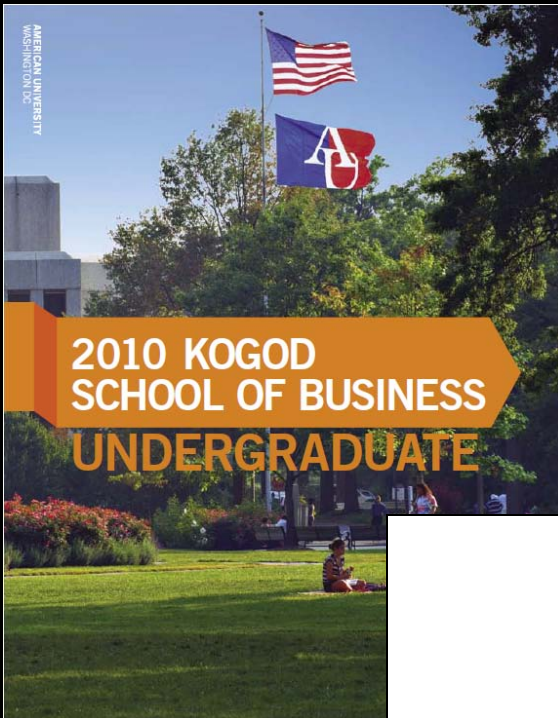
How to Coordinate for Maximum Visibility

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





START WITH WHAT YOU KNOW

THE KOGOD SCHOOL OF BUSINESS
AMERICAN UNIVERSITY » WASHINGTON DC

YOU KNOW
HOW TO
GET AHEAD

THE KOGOD MBA

YOU KNOW
WHAT
KNOW-HOW
IS WORTH

KOGOD SPECIALIZED MASTER'S PROGRAMS

YOU KNOW
YOUR FUTURE
IS IN BUSINESS

2011 KOGOD UNDERGRADUATE PROGRAMS

Int'l

CAN
KOGOD
CHANGE WHAT
YOU KNOW
ABOUT
BUSINESS?



CARTER GIBSON, SS&PA '12
Representative in Washington
and a member of the U.S. House of Representatives



THE CHANCE YOU BRINGS WITHIN REACH as a way of life. The more successful you'll be in your career. Staying connected with the kinds of people who can help you advance in life...and Regal offers special ways to create and nurture these connections. Your preferences and interests to enhance our sense of the most accomplished and well-connected professionals in their fields and industries. Your expert advice knows how to get you in the zone with the right opportunities. Skills and connections help you bring back with your character and colleagues. All you have to do is make one.

YOU KNOW CONNECTIONS COUNT

THE CHANCE WILL



THE NEW FINANCE provides students with a rigorous and intellectually stimulating framework to analyze and decide on doing it. Finance and business school areas such as asset management, and asset, commercial banking, corporate finance, financial regulation, investment banking, and development banking.

Our **FIN** focuses you Regal at the heart of financial market regulation and policy. You'll learn from Regal faculty, award-winning students, and active professionals directly involved in the day-to-day business and policy creation of the financial world. Key curriculum components include specialties including quantitative methods, investments, fixed income, and derivatives.

THE MASTER OF SCIENCE IN FINANCE

33

COURT COURTESY,
WITH OPEN TO MANY MORE

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



THE UNDISCOVERED BUSINESS that's for people who you're too young to start thinking about your career. These opportunities before anyone else gets you have to have it all figured out right now. That's what college is for...and Regal gives you ample opportunity to find the path that's right for you. Our academic programs run the gamut, and allow you to make a contribution that makes your struggles and interests. And we'll support you with every step.

YOU KNOW YOU'LL FIND YOUR OWN WAY

THE CHANCE UNDISCOVERED BUSINESS



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

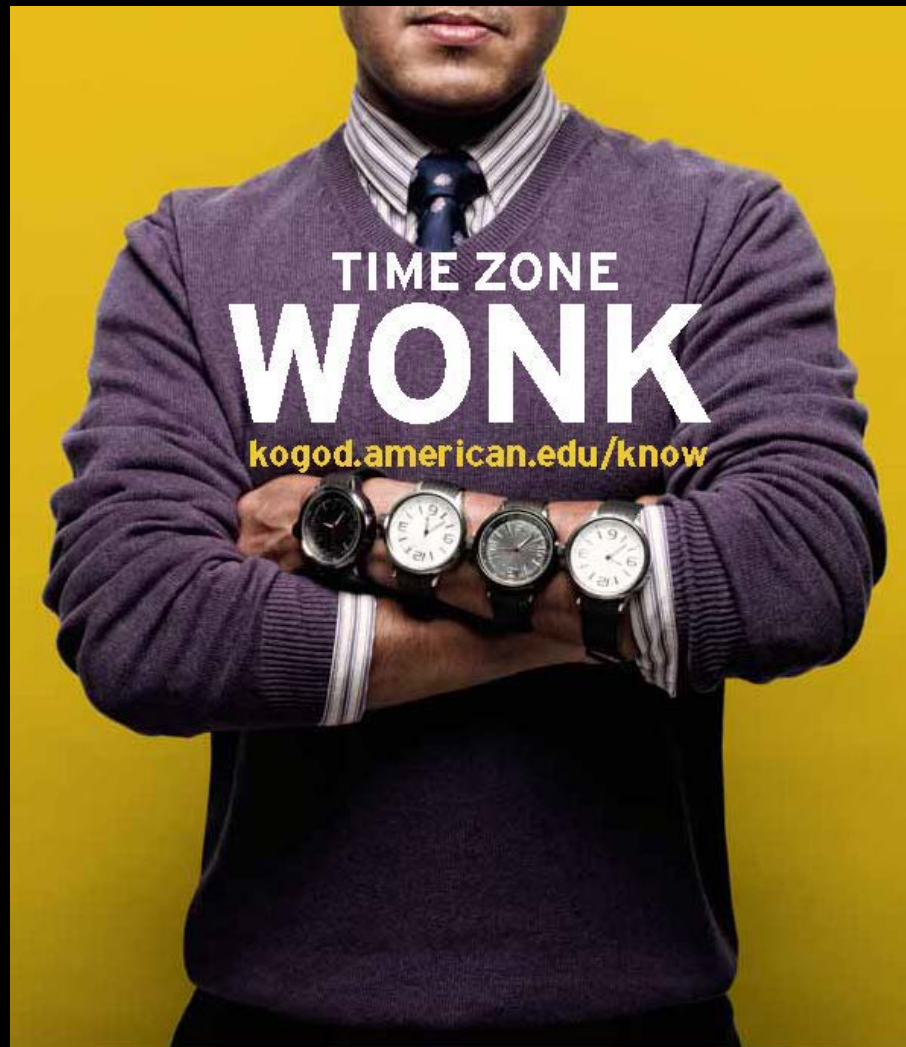
Be in the know: kogod.american.edu/know



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**

SCOURS THE WORLD FOR
RESOURCES TO INFORM
DECISIONS
KNOWS HOW TO
WORK
NETWORKS
BIG ISSUES
THAT NO ONE ELSE
SHAPE
OPINIONS
REWRITES THE WAY
PROBLEMS
ARE SOLVED

The Connected
WONK

Are you as dexterous as our wonks? Find out at american.edu/wonk

AMERICAN UNIVERSITY
WASHINGTON, DC

The Service
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WONK

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The Connected
WONK?



UNIVERSITY OF EDINBURGH Business School

[About Us](#)[MBA](#)[MSc](#)[Undergraduate](#)[PhD](#)[Research](#)[Executive](#)[Partnerships](#)

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.



University home

LATEST: ♦♦ EVENT: ANGEL INVESTING IN SCOTLAND...

[NEWS / EVENTS](#)

MBA >>>>

Consistently ranked amongst the world's best, the Edinburgh MBA provides a unique opportunity to accelerate your career.

POSTGRADUATE >>>>

Realise your career aspirations with our dynamic and innovative portfolio of specialist masters programmes.

UNDERGRADUATE >>>>

Our choice of ten undergraduate degree programmes enables you to tailor your studies to meet your career goals.

THE CITY >>>>

A seamless blend of a dynamic business community, a World Heritage site and the cultural opportunities of a European capital city.



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.

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mba@business-school.ed.ac.uk



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.

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msc@business-school.ed.ac.uk





UNIVERSITY OF EDINBURGH
Business School

Inspiring thinkers.



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 learners and for business. We are a gateway to the latest research and an opportunity to engage with the next generation of business leaders.

One City. One School. One Choice.

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

Visit www.inspiringthinkers.ed.ac.uk/corporate
email corporate@inspiringthinkers.ed.ac.uk
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Business School



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

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

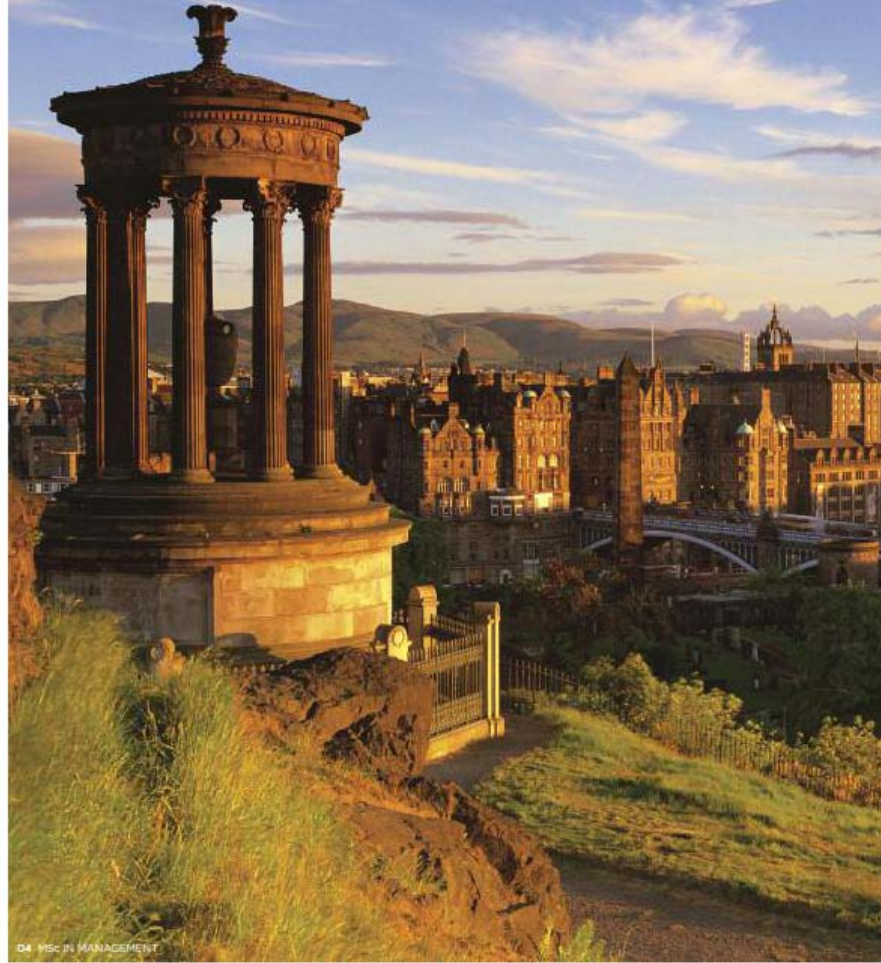
POLITICAL ECONOMY
**FREE MARKETS vs GOVERNMENT
INTERVENTION: WHAT IS THE
RIGHT BALANCE?**

| MSc in Management

Putting you at the heart of business

THE CITY OF EDINBURGH

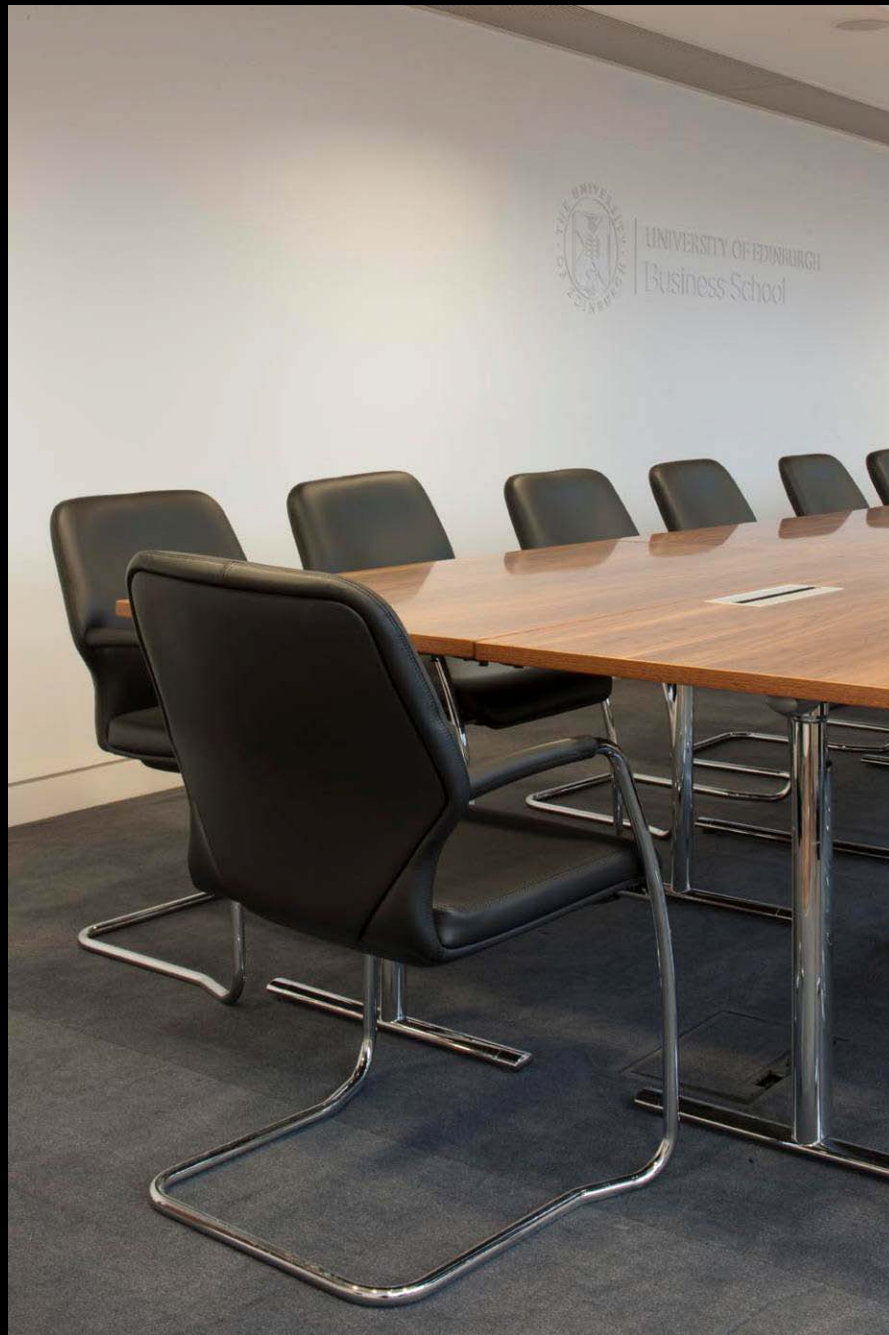
AS ONE OF EUROPE'S LEADING FINANCIAL
CENTRES, EDINBURGH UNIQUELY COMBINES
A DYNAMIC BUSINESS COMMUNITY WITH
ITS STATUS AS A WORLD HERITAGE SITE

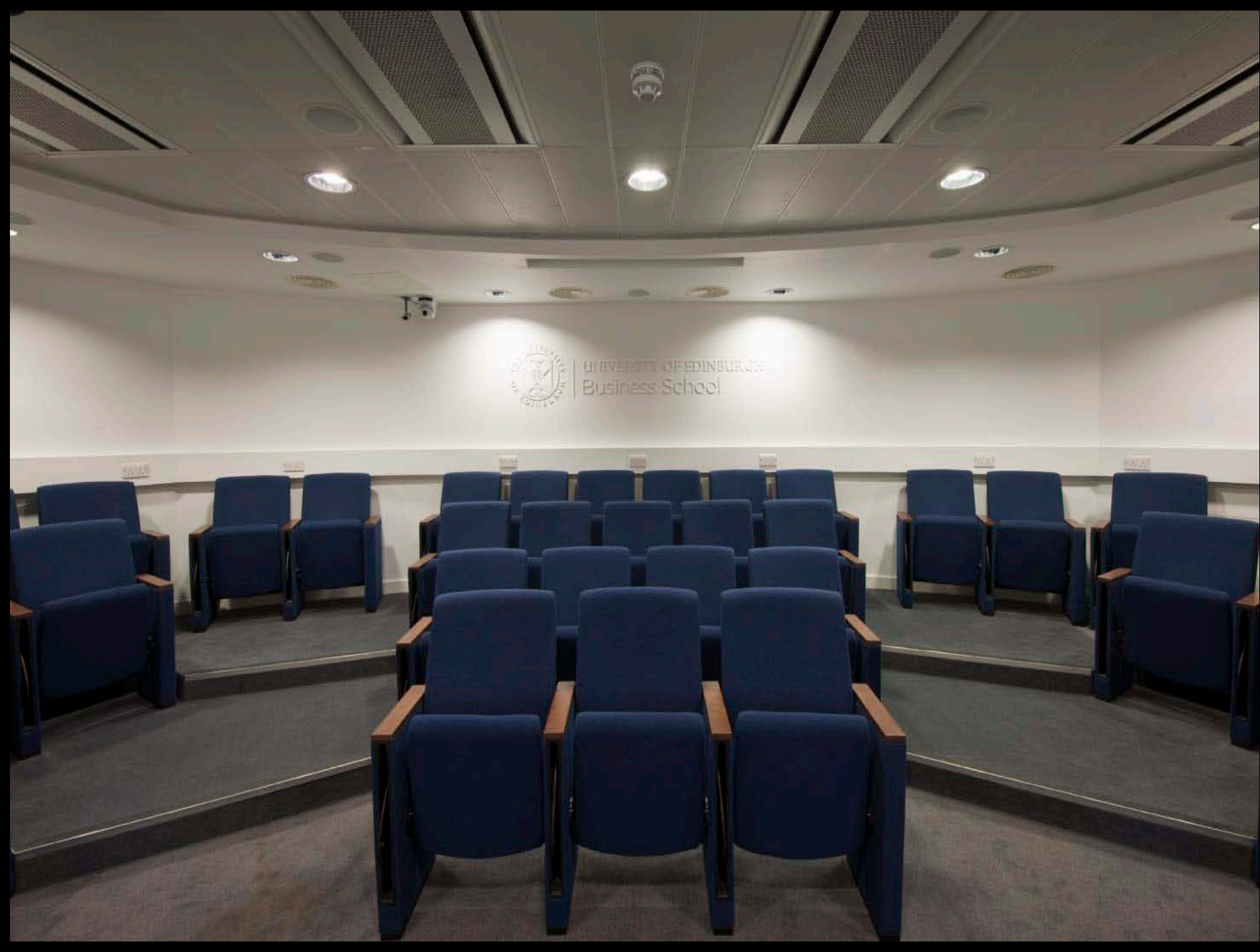


D4 MSc IN MANAGEMENT

A city and a school
built on ideas





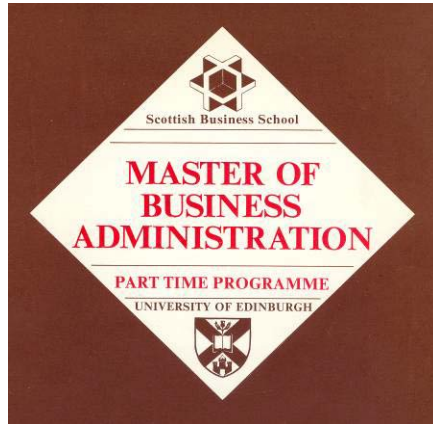


“Re-branding the School- it's only a name after all”..

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

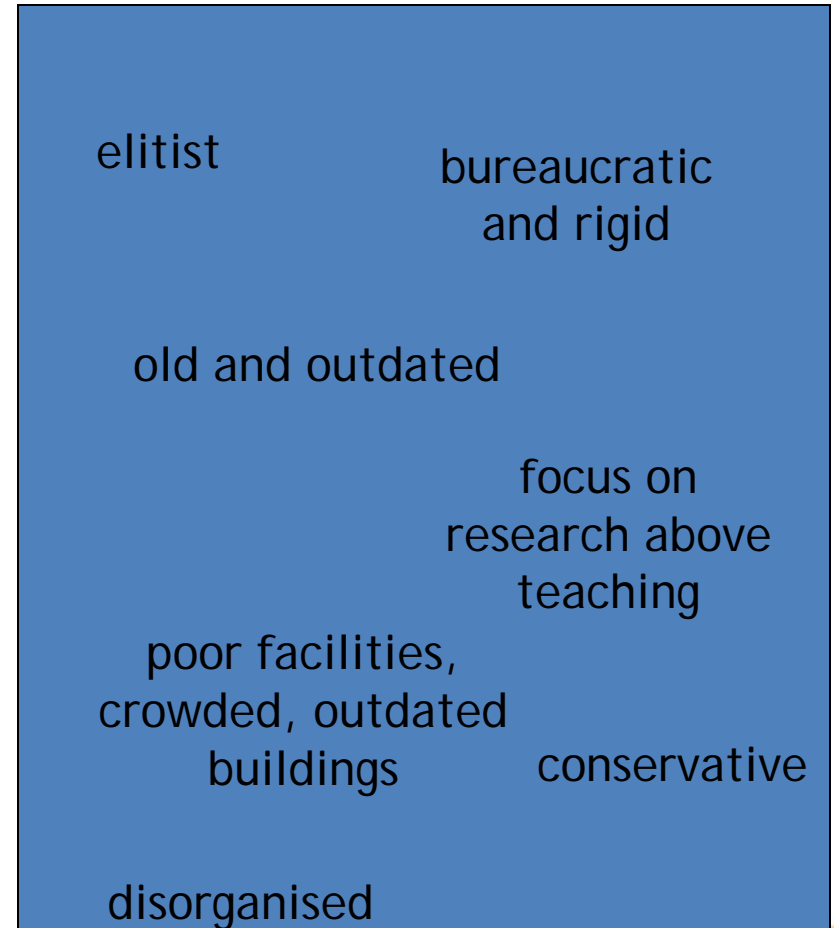
- Staff interviews and workshops
- On-line survey students alumni
- Face-face/telephone interviews
 - Corporates
 - Peer Schools
 - Professional bodies
- 700 participants

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

"lack of real
business focus
- too academic
on some
courses" yet
research
reputation not
excellent"

"doesn't stand
out as an
individual
institution,
merely as
faculty of the
university,... it
lacks individual
branding"

"in a tier
below the top
UK
management
schools"

poor links to
business world

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

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GMAC
GRADUATE MANAGEMENT
ADMISSION COUNCIL