

CASE

Council for Advancement and Support of Education

**Zen and the Art of  
Brand Maintenance**



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## Curriculum Life Cycle

Stage 1 – Market Introduction. Pioneer program with no competition. Price is not an issue.

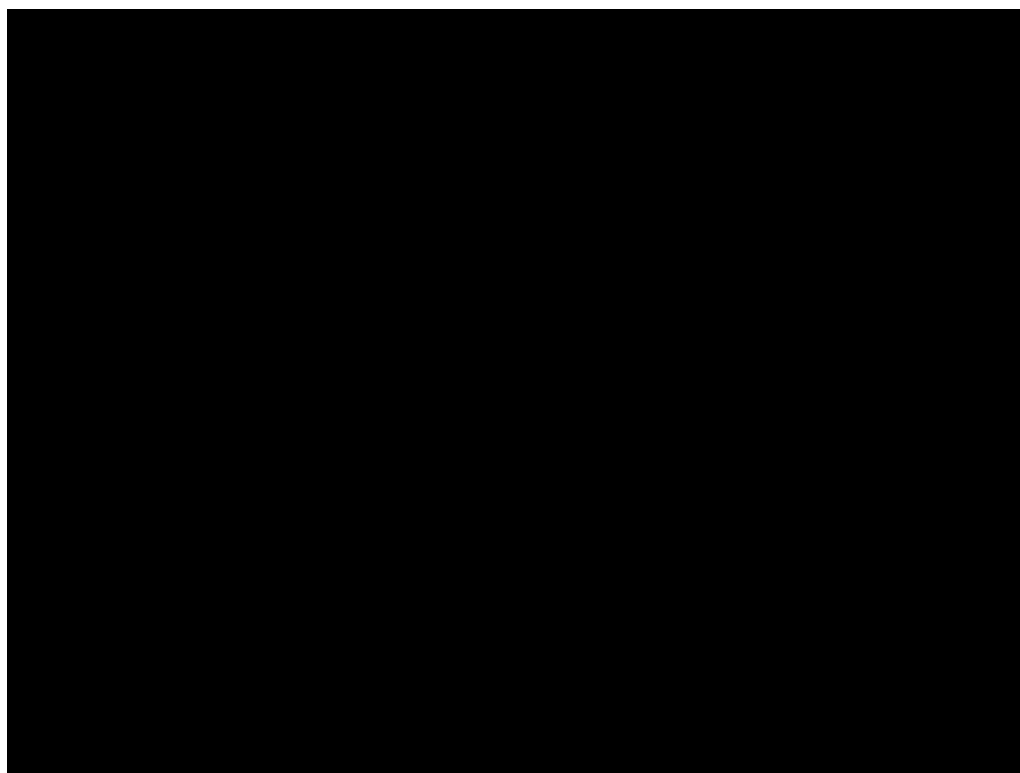
Stage 2 – Market Growth. One or more colleges in a market offer the same program. Price is becoming an issue.

Stage 3 – Market Maturity. Many competing colleges in a market offer the same program. Students are more likely to differentiate programs by price.

Stage 4 – Sales Decline. Students cannot differentiate programs and choose the less expensive.

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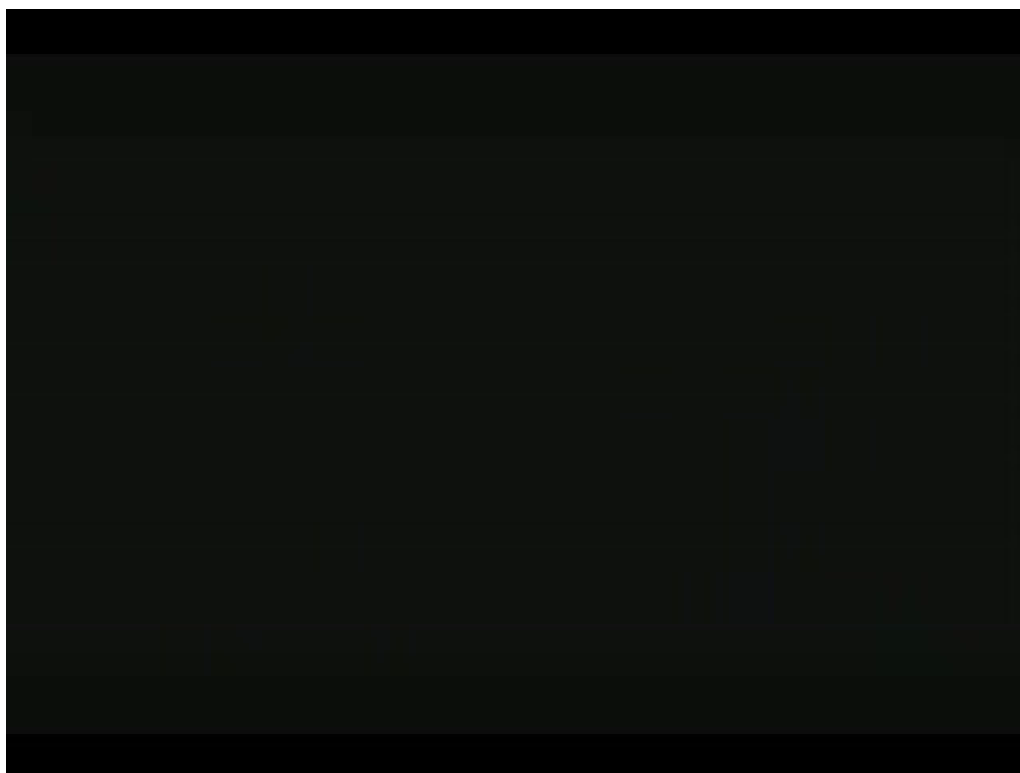
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# PRODUCT

# CASE

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## **PRODUCT**

**THE SUM OF AN INSTITUTION'S  
ACADEMIC, SOCIAL, PHYSICAL AND  
VALUES DIMENSIONS**

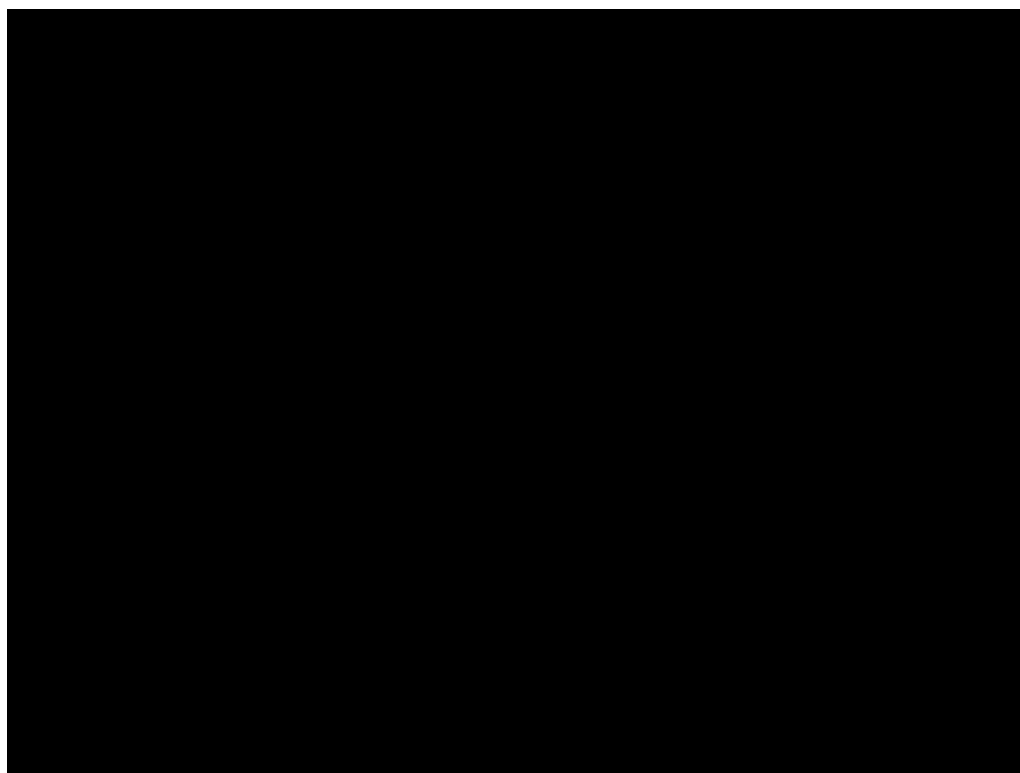
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# PRICE

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# PRICE

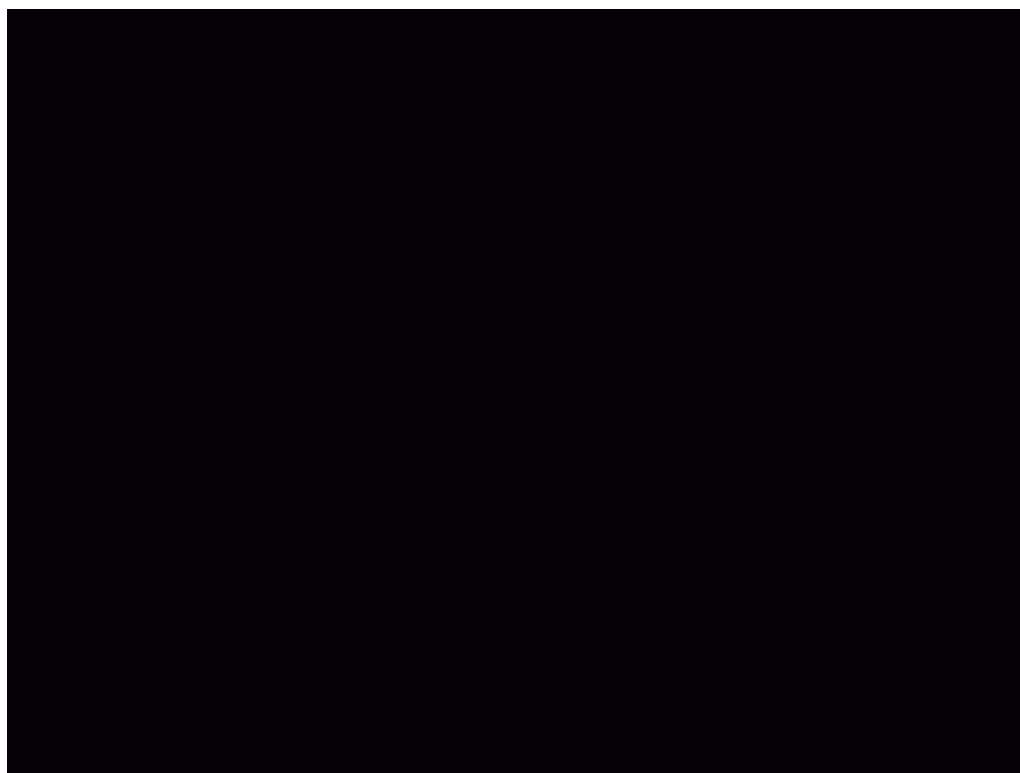
# CASE

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# PLACE

# CASE

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# PLACE

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PROMOTION

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**THE BRAND**

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# OUR BRAND ATTRIBUTES

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COLLEGIAL

CASE

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**ENTREPRENEURIAL**

CASE

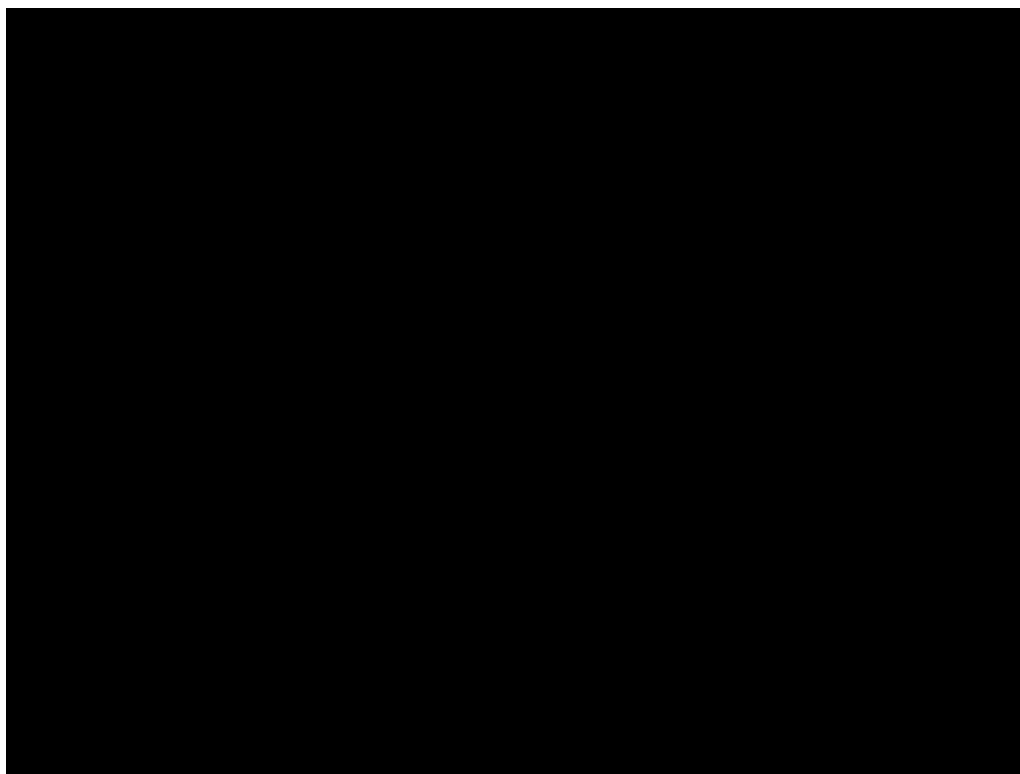
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**INSPIRING**

# CASE

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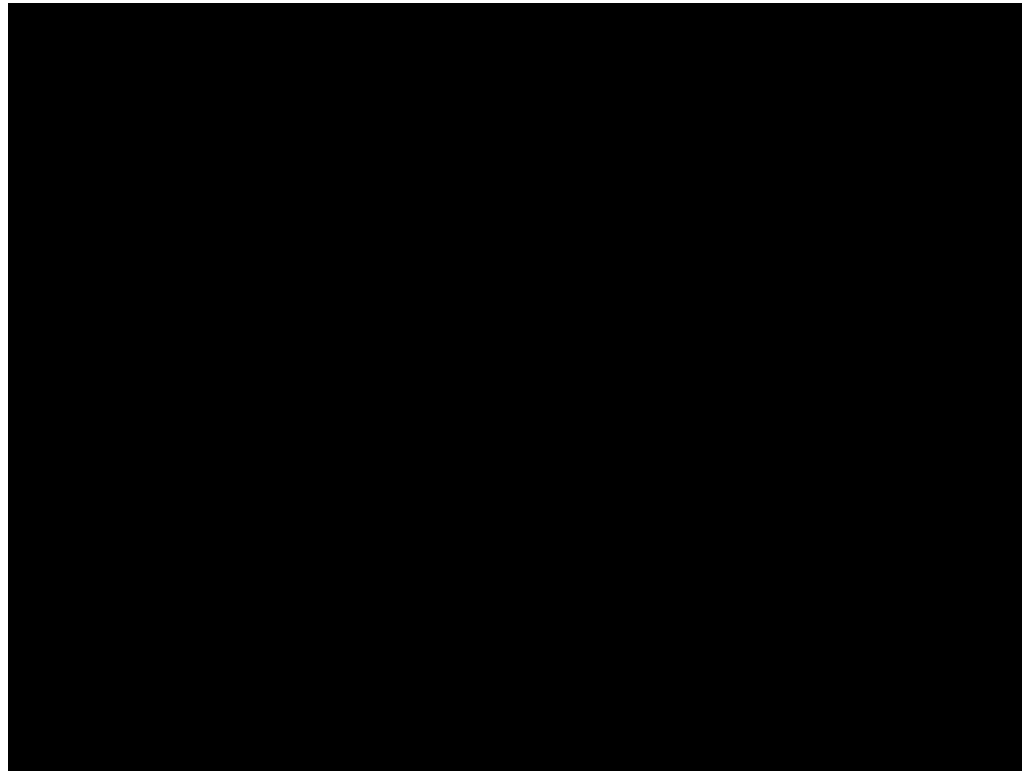
## ENTREPRENEURIAL



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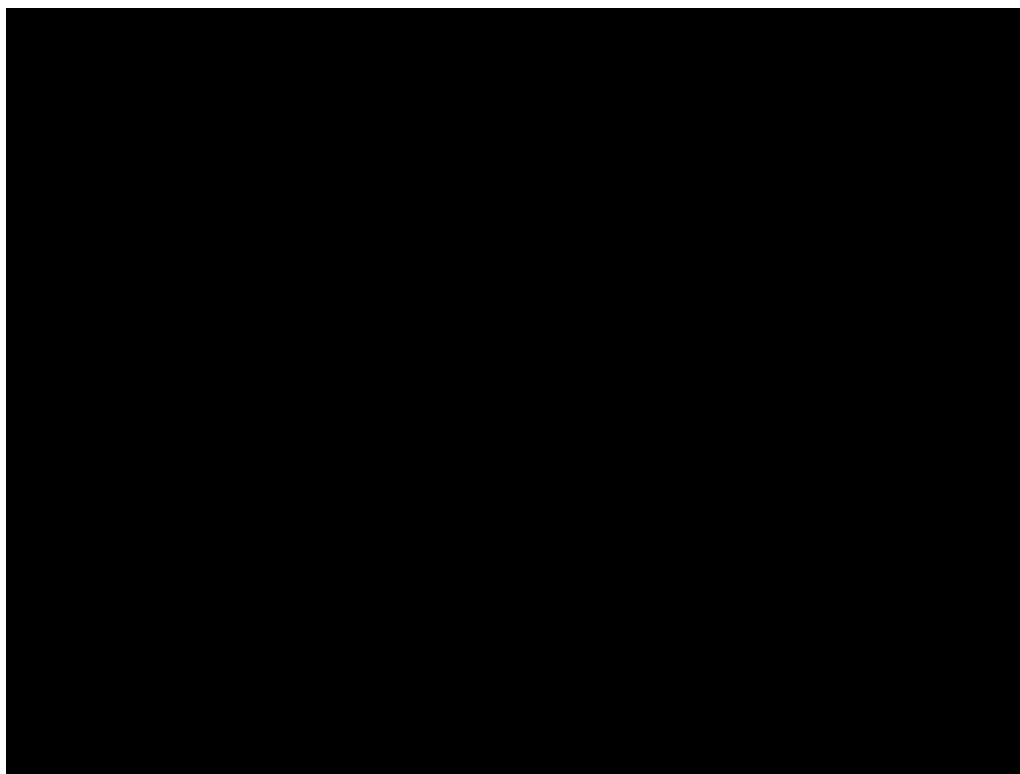
## ENTREPRENEURIAL & INSPIRING



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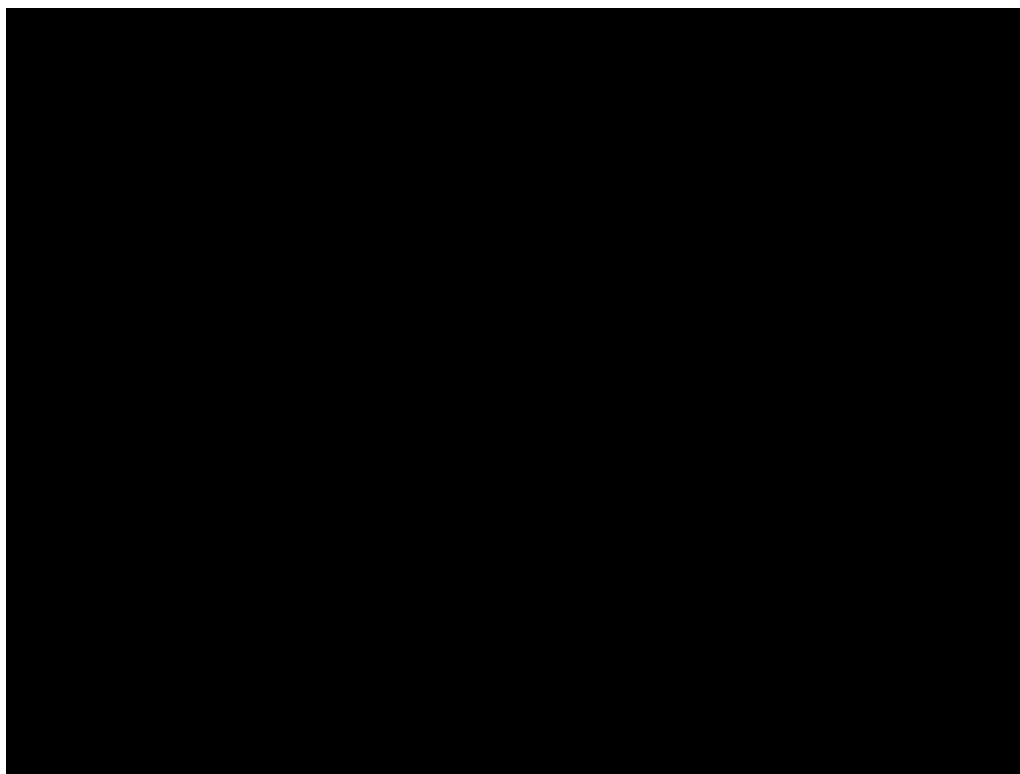
## INSPIRING



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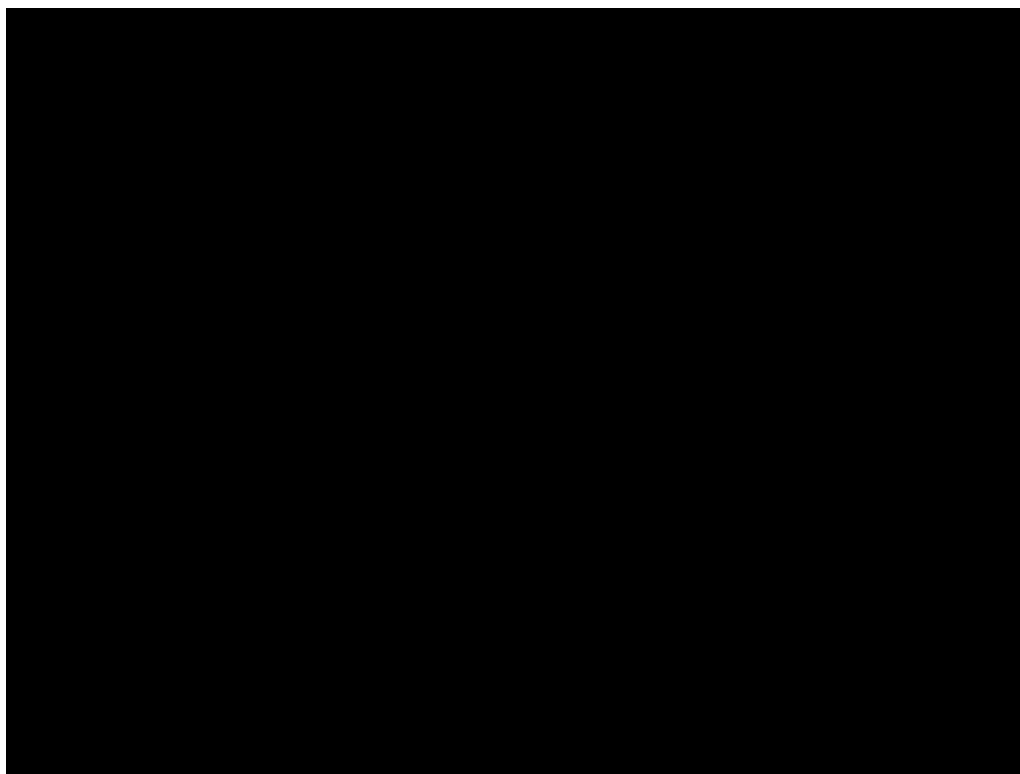
COLLEGIAL & INSPIRING



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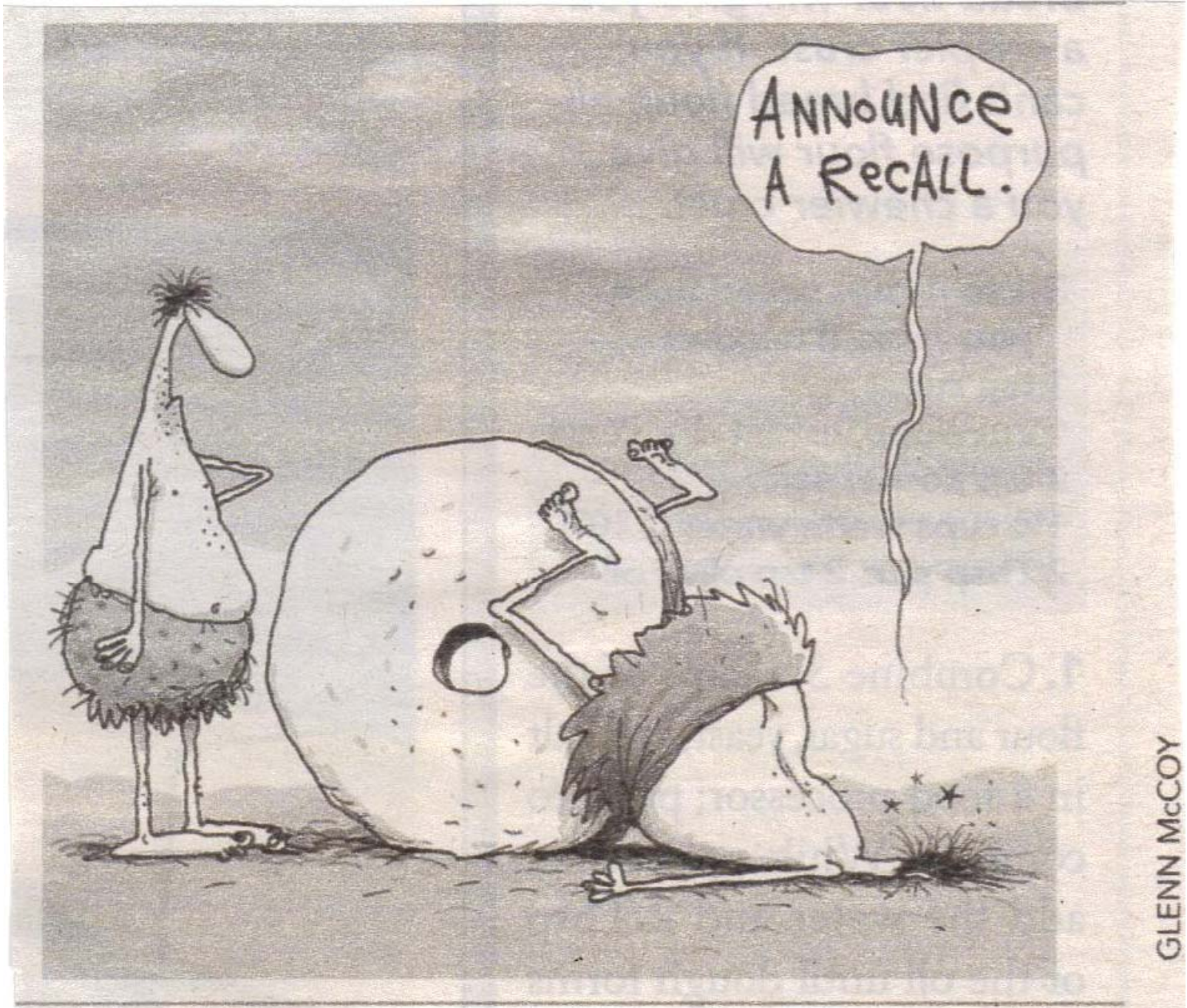
## COLLEGIAL



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**YOUR BRAND  
IS  
YOUR PROMISE**



ANNOUNCE  
A RECALL.

GLENN MCCOY

CASE

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**COLLEGIAL  
ENTREPRENEURIAL  
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