



IMPACT OF GLOBALIZATION, EDUCATIONAL BRANDING AND INNOVATIVE TECHNOLOGY ON DEVELOPMENT, MANAGEMENT AND QUALITY EDUCATION IN A NIGERIAN UNIVERSITY

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ABSTRACT

This study is an appraisal of the effort made by the management of Obafemi Awolowo University (OAU), Ile-Ife at employing Educational Branding as a business strategy to re-brand it selves to becoming the foremost University in Nigeria and the 53rd in Africa. It discussed various branding and Educational Marketing strategies used in spite of the challenges of depressed economy, globalization, desire to meet the MDGs and the achievement of Education for All. It examined students and staff disposition to the branding program and the impact on the image of the university, management and quality of teaching and learning.

Keywords: Educational branding, marketing, globalization, changing economy, innovation, strategic plan.