

THE BRAND: ONE OF THE UNIVERSITY'S MOST VALUABLE ASSET

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ABSTRACT: In today's higher education landscape, college and university leaders may well consider principles of brand management to assure their positions vis-à-vis their competitors. Although considerable differences between higher education and product brands exist, there are sufficient similarities to warrant a foray into issues of brand management. Higher education leaders may derive guidance to manage effectively what may be the most important intangible asset a college or university owns—its long-term image and bundle of core meaning.

In this paper we discuss issues related to brand management and strategies for re-branding in higher education, with a case study at "1 Decembrie 1918" University of Alba Iulia.

Key Words: brand, brand management, higher education, re-branding

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