



How to Market Your School: A Guide to Marketing, Communication, and Public Relations for School Administrators

Johanna M. Lockhart

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Increased competition, declining resources, changing demographics, news media scrutiny, and the importance of public perceptions are reasons why schools and school districts need an effective marketing program. However, even school and district administrators who recognize the importance of marketing often feel unprepared to initiate and maintain a strategic marketing effort. How to Market Your School is a comprehensive guide that provides school administrators with tools to help them create, implement, and maintain a successful marketing program. Topics covered include developing a marketing strategy, marketing research, communications, media relations, building beneficial partnerships, public relations, and fund raising. Although written for public school administrators, the book is equally applicable to private and charter schools.

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