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CUSTOMER COMPLIANCE THROUGH AUTOMATED MARKETING IN HIGHER EDUCATION PRACTICE
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Abstract

The Marketing Concept, Relationship Marketing Concept, and associated conceptions of customer orientation and customer centricity have been imported into pedagogy. Using empirical findings about Customer Compliance through Automated Marketing, we argue that Higher Education institutions can successfully supplant the currently dominant customer-centric thinking with the successful practices of what we refer to as 'customer compliance' businesses (CCBMs). The CCBM philosophy and strategies defy traditional theories of dealing with customers and especially with dissatisfied customers during service recovery and complaint management. CCBM philosophy and success can be replicated by academic institutions as well. We provide specific advice on the application of CCBM principles and warnings, based on the lessons learned from the partial application of these principles to a UK university.

Keywords

marketing education; customer centricity; marketign concept; relationship marketing; marketing of educational institutions