Market Research Annual Report
2020/2021 Academic Year
Marketing Communications Department

1. Higher Education
- Brand Management in Higher Education
- Local and Global Higher Education Private Sector
- Higher Education Market Supply and Demand
- Arts as a Strategic Priority in Comprehensive Higher Education
- Academic Rankings
- Target Audience of Higher Education Institutions
- High School Students Enrichment Programs

2. Marketing
- Social Media Marketing
- University of Leeds Video Production Benchmark
- Virtual Events & Activities as an Alternative Choice During COVID-19 Pandemic
- Universities Gift Shops Benchmark
- Universities’ Research & Students Life Videos Benchmark
- Universities Using Social Media as a Surveying Tool Evolution of Educational Marketing

3. Alumni
- Alumni Value and Contributions in Higher Education
- Virtual Career Fairs Benchmark
- Alumni Webpages Benchmark

Facts & Figures
- Research: 17
- Insights: 72
- Key Areas: 3
- Recommendation: 39
- Initiatives: 6