

## Facts & Figures



## 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](#)