



Marketing Strategy
For
Neapolis University Pafos

By

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Dedication

This Dissertation is dedicated to my father...

ABSTRACT

It is more than obvious that the demand for higher education in Cyprus has been increased gradually the last decade. Considering that the public institutes of higher education can not cover the increased demand, a number of private universities have been founded. The competition in private higher education is anticipated to be rigorous in the oncoming years. Thus, the implementation of an effective marketing strategy that synchronizes with the potential students' needs is crucial for the efficient performance and the long-lividness of a Private University among rivals. This study intends to identify and produce effective paths of marketing strategy in order to compromise a Private University's services to local population's trends and demands for higher education.

KEY WORDS: Private University, Undergraduates, Postgraduates, Cyprus, Marketing Strategy, Marketing Plan, NUP (Neapolis University Pafos)