



# How to Market Your School: A guide to marketing, public relations, and communication for school administrators

*Johanna Lockhart*

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Is your school or district facing increased competition, diminishing resources, changing demographics, media scrutiny, and declining employee retention?

*How to Market Your School* is a comprehensive guide that provides school administrators with the essential tools to create a positive public image; attract students, qualified personnel, and volunteers; and build community support through a strategic marketing effort. Author Johanna Lockhart draws on her extensive marketing and public relations experience to cover topics such as:

- School marketing: What it is and why it matters
- Developing a marketing strategy
- Marketing research and database marketing
- Marketing and electronic communication
- Media relations
- Building community partnerships
- Public relations and much more

Although originally intended for public school administrators, *How to Market Your School* is equally valuable to private and charter schools. It will help principals, assistant principals, business managers, and district administrators apply the knowledge and tools used successfully in the private sector to organize, implement, and maintain an integrated marketing program to achieve their particular goals. Lockhart presents the fundamentals of integrated marketing in clear and concise terms and uses actual case studies to illustrate each aspect of successful school marketing.

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