Higher Education Marketing in Africa - Explorations on Student Choice.

Introduction

Chapter 1: Exploring factors influencing student choice in Africa: Introduction to Edited Collection

Emmanuel Mogaji, Felix Maringe, Robert Ebo Hinson

Theme 1: Choice and Decision Making

Chapter 2: Co-Creation of Value by Universities and Prospective Students: Towards an Informed Decision-Making Process.

Robert Ebo Hinson, Emmanuel Mogaji

Chapter 3: Understanding High School Students' University Choice - Implications for Marketing and Management of Higher Education in Ghana. *Clement Adamba*

Chapter 4: Delving into Undergraduate students' choice of higher education in Uganda *Godwin Muhangi*

Chapter 5: International and Southern African perspectives on Choice and decision making of young people in Higher Education Felix Maringe, Otilia Chiramba

Theme 2: Factors influencing Choice

Chapter 6: Factors Influencing Students' Choice of a Federal University: A Case Study of a Nigerian Federal University.

Samuel Adeyanju, Emmanuel Mogaji, Johnson Olusola, Muhammed Oyinlola

Chapter 7: Evaluative Criteria for Selection of Higher Education Institutions in Nigeria *Yirakpoa Ikaba, Charles Enyindah*

Chapter 8: Factors Influencing Post Graduate Students' University Choice in Nigeria. Adesoga Adefulu, Temitope Farinloye, Emmanuel Mogaji

Chapter 9: Factors and Sources of Information that influence a Student's University of Choice.

André Calitz, Margaret Cullen, Carlien Jooste

Chapter 10: Consumer behaviour and student motivation influence the choice of higher learning institutions in Africa.

Genevieve Bosah

Theme 3: Attracting Prospective Students

Chapter 11: Minding the Gap: An assessment of the quality of course information available on the websites of African Universities

Emmanuel Mogaji, Amarachukwu Anyogu, Thomas Wayne

Chapter 12: The importance of University Rankings for Students' University of Choice: A South African perspective

Margaret Cullen, André Calitz, Watiri Kanyutu

Chapter 13: Narrative Experiences of Doctoral Students' Vulnerability in South Africa Nevensha Sing

Chapter 14: Making a Private University Appealing to Prospective Students: A Case of Covenant University Stella Aririguzoh

Condusion

Chapter 15: Student University Choice Making in Africa: Emerging Challenges, Opportunities and Agenda for Research, Practice and Policy Emmanuel Mogaji, Felix Maringe, Robert Ebo Hinson

Editors

Emmanuel Mogaji holds a PhD in Marketing, and he is a Lecturer in Advertising and Marketing Communications at the University of Greenwich, and a Fellow of the Higher Education Academy (HEA) and a Certified Management & Business Educator (CMBE). Emmanuel's primary area of interest is ABCDE of Marketing Communications - Advertising, Branding, Communications, Digital and Ethics, with a strong focus on higher education and financial services marketing. He recently authored a book on Emotional Appeals in Advertising Banking Services published by Emerald. He has published several peer-reviewed journals articles and book chapters and presented his work in many national and international conferences. In recognition of his research productivity, was awarded the 2019 Emerald Literati Highly Commended Paper Award for a co-authored paper published in Asia Pacific Journal of Marketing and Logistics. He has co-edited books on marketing higher education in Africa published by Routledge and Springers Nature.

Felix Maringe is a Professor, Head of Wits School of Education Research and Assistant Dean Internationalisation and Partnerships at the University of the Witwatersrand. He is also a Visiting Fellow within Southampton Education School at the University of Southampton. His research concentration is in the area of Globalisation and Internationalisation of HE within the broad remit of leadership and management. He teaches on PGCE, MA Ed and Doctoral programmes. Felix is the EdD Lead tutor at the University of Southampton with specific responsibility for the Leadership stratum of the Doctorate programme. He is currently leading research into the impact of Globalisation on Higher Education through a global survey of universities in different parts of the world. With a publication record of more than fifty outputs, his core area of research interest is in leadership in education, the impact of globalisation on education, and the management of transforming educational spaces. Currently he is involved in a large-scale project on school improvement with the Mpumalanga Department of Education.

Robert Ebo Hinson is a Professor and a past Head of the Department of Marketing & Entrepreneurship at the University of Ghana Business School. Professor Hinson has been a consultant to several local and international institutions in Ghana. Professor Hinson started his professional career in advertising and has since become an academic taught a diversity of undergraduate and postgraduate courses. Apart from his experience in teaching, Prof. Hinson has a keen interest in research and in recognition of his research productivity, was awarded the 2008 Emerati Highly Commended paper Award for a co-authored paper published in Corporate Governance, the 2009 Journal of African Business Best Paper Award, the 2010 Emerati Outstanding Paper Award for a co-authored paper published in the Journal of Research in Interactive Marketing. Professor Hinson is published in or has had papers accepted for publication in rated journals like the International Journal of Public Sector Management, Internet Research, International Journal of Bank Marketing, Journal of Financial Services Marketing, Journal of Business and Industrial Marketing, and the Thunderbird International Business Review.

List of Contributors

Clement Adamba is a Research Fellow in the School of Education and Leadership, University of Ghana. Clement holds a PhD in Development Studies with particular research interests in the areas of education policy, economics of education, and evaluation of social protection programmes. Clement has great experience in the design and implementation of household surveys and use of household surveys for policy analysis and programme designs. Clement teaches Economics of Education, and Educational Policy and Planning on the MA/MPhil Educational Leadership and Management programme of the Department of Educational Studies and Leadership in the University of Ghana.

Adesoga Adefulu is an Associate Professor of Marketing and Entrepreneurship in the Department of Business Administration and Marketing, Babcock University, Ogun State, Nigeria. Currently, the Head of Department and fellow of the National Institute of Marketing of Nigeria [NIMN]. An associate member of the Institute of Personnel Management [AIPM]. Immediate past Director of the Centre for Entrepreneurship and Departmental Co-ordinator of Postgraduate programs. The editorial secretary of BJMASS and BBMR Journals. He participated in many local and international Conferences and have published over 37 articles in accredited journals both locally and internationally. A postdoctoral research fellow for two years at UNISA and won (CEMS) research output award in 2016.

Samuel Adeyanju is a graduate student and a Mastercard Foundation Scholar at the University of British Columbia, Vancouver, Canada. His research focuses on forest policy, climate change and sustainability. Sam has led many youth initiatives on education, rural development and climate change at both local and international levels.

Stella Aririguzoh obtained her Ph.D in Mass Communication from Covenant University, Canaanland, Ota, Nigeria. She has a B.A (Mass Communication) and M.B.A (Management) degrees from the famous University of Nigeria, Nsukka. She also has the M.A (Broadcasting) and an M.Sc. (Industrial Relations/Personnel Management) from the Abia State University, Uturu and the University of Lagos, Akoka respectively. She has been teaching mass communication since 2000 with emphasis on broadcast courses. She has deep interest in political communication. At present, she teaches in the Department of Mass Communication in Covenant University.

André Calitz is a Professor and lectures in the Department of Computing Sciences at the Nelson Mandela University (NMU) and is a Research Supervisor in the NMU Business School. He has two doctorates, a PhD in Computer Science and a Doctorate in Business Administration (DBA). He is a rated NRF researcher and has published extensively in international journals and conferences. He received the 2016 and 2018 NMU Research Excellence Award. He has been an ICT consultant on projects for businesses such as Volkswagen, Mercedes Benz, Firestone and Nelson Mandela Bay Municipality. He is a Fellow of the Institute of IT Professionals of South Africa.

Otilia Chiramba is a doctoral candidate at Witwatersrand University. She is an emerging academic who has impeccable interest in researching underprivileged groups such as refugee students in higher education and young scientists. She has co-authored and published an article in the European Education journal. She has also written four chapters which are in press. Otilia has worked for a global research project, the Global State of Young Scientists (GloSYS) collected and analysed qualitative data and has co-authored in writing the narratives yet to be

published. She has also been involved with tutoring undergraduates and postgraduate students at the university.

Margaret Cullen is a Professor, She lectures to MBA and DBA students at Nelson Mandela University Business School in Port Elizabeth, South Africa. She heads up the Strategic Focus Area of Entrepreneurship, Design Thinking and Innovation. She has authored and coauthored several research articles, book chapters and attended and presented at numerous international academic conferences. She consults in the areas of happiness, experiential marketing, strategy, family business and entrepreneurship. She is passionate about making a difference through the correct delivery of entrepreneurial teaching and thinking. Professor Cullen is currently focussing on research in Happiness.

Charles Enyindah holds a Ph.D in Management (Industrial Relations option), MBA (Management) and B.Sc. Business admin. (Management). He is a Senior Lecturer in the Department of Business Administration and Management at Kenule Beeson Saro-Wiwa Polytechnic in Nigeria. He has taught at the institution for about ten years (10 years). He has published about forty (40) scholarly articles both in local and international journals and most of which are online. He has presented a whole gamut of papers in academic conferences and attended several conferences. He published a book titled: Elements of production management. He has taught a plethora of courses in management.

Temitope Farinloye has a first degree from the University of Bedfordshire, Luton and presently working towards her master's degree at Kings College, London. She presently works at Questbury Research Services as a Research Associate. Her research interests are in the marketing of higher education, social media and qualitative analyses of user-generated contents. She has published her works in reputable journal articles, book chapters and presented her work at conferences.

Robert Ebo Hinson is a Professor and a past Head of the Department of Marketing & Entrepreneurship at the University of Ghana Business School. Professor Hinson has been a consultant to several local and international institutions in Ghana. Professor Hinson started his professional career in advertising and has since become an academic taught a diversity of undergraduate and postgraduate courses. Apart from his experience in teaching, Prof. Hinson has a keen interest in research and in recognition of his research productivity, was awarded the 2008 Emerati Highly Commended paper Award for a co-authored paper published in Corporate Governance, the 2009 Journal of African Business Best Paper Award, the 2010 Emerati Outstanding Paper Award for a co-authored paper published in the Journal of Research in Interactive Marketing. Professor Hinson is published in or has had papers accepted for publication in rated journals like the International Journal of Public Sector Management, Internet Research, International Journal of Bank Marketing, Journal of Financial Services Marketing, Journal of Business and Industrial Marketing, and the Thunderbird International Business Review.

Carlien Jooste is completing her Doctorate in Business Administration at the Nelson Mandela University Business School. She graduated with a Bachelor's degree in Media, Communication and Culture and a Master's degree in Applied Media from the Nelson Mandela Metropolitan University. During her tertiary education, she was president of the Golden Key International Honour Society, NMU Chapter and formed part of a select group of students invited to participate in the Trend Lott Leadership Program co-hosted by the

University of Mississippi and the Nelson Mandela Metropolitan University. Presently she is the manager of the Nelson Mandela Graduate School's Relationship and Application Office.

Yirakpoa Ikaba holds a PhD in Marketing, a Lecturer in Marketing Management, Product Development and Management, Marketing Research and Marketing Communications amongst others at Ken Saro-Wiwa Polytechnic in Nigeria where she is also the Head of the Marketing Department. She is member of the Academic Board and several Academic Committees of the Polytechnic. She has published articles, books and book chapters

Watiri Kanyutu is a final year Doctoral student at the Nelson Mandela University, Business School. The title of her thesis is "A Ranking Framework for South African Higher Education Institutions". She holds a Masters of Business Administration degree (MBA) and lectures Marketing Management at the Nelson Mandela University Business School.

Felix Maringe is a Professor, Head of Wits School of Education Research and Assistant Dean Internationalisation and Partnerships at the University of the Witwatersrand. He is also a Visiting Fellow within Southampton Education School at the University of Southampton. His research concentration is in the area of Globalisation and Internationalisation of HE within the broad remit of leadership and management. He teaches on PGCE, MA Ed and Doctoral programmes. Felix is the EdD Lead tutor at the University of Southampton with specific responsibility for the Leadership stratum of the Doctorate programme. He is currently leading research into the impact of Globalisation on Higher Education through a global survey of universities in different parts of the world. With a publication record of more than fifty outputs, his core area of research interest is in leadership in education, the impact of globalisation on education, and the management of transforming educational spaces. Currently he is involved in a large-scale project on school improvement with the Mpumalanga Department of Education.

Emmanuel Mogaji holds a PhD in Marketing, and he is a Lecturer in Advertising and Marketing Communications at the University of Greenwich, and a Fellow of the Higher Education Academy (HEA) and a Certified Management & Business Educator (CMBE). Emmanuel's primary area of interest is ABCDE of Marketing Communications - Advertising, Branding, Communications, Digital and Ethics, with a strong focus on higher education and financial services marketing. He recently authored a book on Emotional Appeals in Advertising Banking Services published by Emerald. He has published several peer-reviewed journals articles and book chapters and presented his work in many national and international conferences. In recognition of his research productivity, was awarded the 2019 Emerald Literati Highly Commended Paper Award for a co-authored paper published in Asia Pacific Journal of Marketing and Logistics. He has co-edited books on marketing higher education in Africa published by Routledge and Springers Nature.

Godwin Muhangi is a Lecturer of Educational Administration at Mbarara University of Science and Technology. He holds a PhD in Education from Mbarara University of Science and Technology. He teaches foundations of education, education administration, education and society, and philosophy of education. Godwin has published research articles; his research interests are in the areas of violence in secondary schools, professional competence, work engagement, teacher turnover intentions and resource mobilization in schools. He has published in journals such as American Scientific Journal for Engineering, Technology and Sciences, Journal of Modern Review, and the Journal of Education and Practice.

Johnson Olusola is a Lecturer at the Federal College of Agriculture, Akure, Nigeria. He holds a PhD in Silviculture and Forest Biology from Federal University of Technology, Akure. He is a

member of the Forestry Association of Nigeria, Forests and Forest Product Society of Nigeria (FFPS), The African Forest Forum (AFF); among others. He won research grant under the 2009–2010 MyCOE / SERVIR Biodiversity Initiative in Africa as well as published over 27 research articles in peer reviewed journals and conference proceedings.

Neversha Sing holds her PhD in Higher Education and M.Ed. in Leadership, Management and Policy Studies. Dr Sing completed her Postdoctoral Research Fellowship at the Ali Mazrui Centre for Higher Education. Her research experience is located in Narrative Research, Student Experience and Vulnerability/being at risk and Support. Dr Sing's research interests are on the Internationalisation of Higher Education. She is passionate about Teacher Professionalism and the preparation of new teachers for understanding policy and practice. Dr Sing serves as a Lecturer in the Department of Education Management and Policy Studies, in the Faculty of Education at the University of Pretoria.

Thomas Wayne is a Research Associate at Questbury Research Services. He has over ten years of industry experience in advertising and marketing communications. He has worked on various brand development and integration projects. His academic research interests are in marketing with specific focus on higher education, financial services and sports. He has published her works in reputable journal articles, book chapters and presented his work at conferences.