

See discussions, stats, and author profiles for this publication at: <https://www.researchgate.net/publication/341535252>

Making a Christian Private University Appealing to Prospective Students: The Case of Covenant University

Chapter · May 2020

DOI: 10.1007/978-3-030-39379-3_14

CITATIONS

0

READS

48

1 author:



Stella Amara Aririguzoh

Covenant University Ota Ogun State, Nigeria

51 PUBLICATIONS 110 CITATIONS

[SEE PROFILE](#)

Some of the authors of this publication are also working on these related projects:



The art of Deception in Political advertising: A study of Nigeria's 2015 presidential election [View project](#)



Media Use in Society [View project](#)

ABSTRACT

Worldwide, universities are established to train highly skilled manpower that are expected to contribute to the development of their societies. Nigerian universities are expected to contribute to the achievement of the national goals using education as a tool. Before 1993, the provision of university education in Nigeria was a government monopoly. Many people could not be offered admissions into public universities because the existing facilities could not accommodate the deluge of requests. However, private universities have entered into the higher education service provision market. With many of them competing for prospective student enrolment, it is not surprising that some of them have deployed marketing strategies to attract students and make them stand out from the cluttered market. This paper examines how Covenant University, a Christian faith-based university and the acclaimed leader in the private university industry in the country has marketed itself. It found that it uses its product, people, work processes and serene physical location to attract new students. Importantly, it uses its relatively high tuition fees to position itself as the school for the children of the elites.

KEYWORDS: Covenant University, edumarketing, education markets, educational marketing, higher education, higher education institution, marketing mix, mission schools, private universities, service culture.