Research conducted by the Alliance for Catholic Education has found that:

• In Catholic schools, the student achievement gap is smaller than in public schools and overall academic achievement is higher.
• Latino and African American Students in Catholic schools are more likely to graduate from high school and college.
• Over and over again, research indicates that Catholic school students are academically successful and positive contributors to society.

This full day symposium will consist of three sessions designed to help individual schools, parishes, and dioceses with marketing Catholic schools.

Session 1: Basic Marketing for Catholic Education
This session will take the principles of marketing and apply them to marketing Catholic education in a whirlwind! The session is content heavy, highly energetic and interactive. It is guaranteed to set the stage and increase learning for the sessions on branding and marketing research.

Session 2: Marketing Research - It's Not About You
The basis of all marketing is marketing research. You are not your customer (parent of student, parishioner…) and the only way to understand your customer is to ask questions and analyze their behavior. This session illustrates cost effective marketing research techniques that you do not have to be corporate giant to conduct.

Session 3: Identifying, Leveraging and Living the Brand
In order to be successful, one's brand must be authentic, relevant and distinctive. It is achieved through consistency of message and action overtime. This session identifies how to identify your brand, leverage it for the greatest impact and ensure it is pervasive in all you say, are and do.

There is no cost for this symposium but registration is required.
Hosted by Xavier University's Center for Catholic Education and conducted by
Dr. Thomas Hayes, Dean of the Williams College of Business
Date: Wednesday, March 27, 2019, at the Cintas Center
Time: 9:00 am - 3:00 pm
MARKETING CATHOLIC EDUCATION 
AND YOUR SCHOOL

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Reserve your place today - Registration is limited 
Registration deadline is March 15th

To Register Email Nancy Sampson: 
sampsonn@xavier.edu

For More Information Telephone: 
513-745-3477