

This capstone project is focused on the industry of brand management in higher education. The purpose is to find how consistent brand management has an impact on the overall appeal of colleges to prospective students. The problems researched in my project are, Why has the impact of consistent brand management recently been more important in Higher Education, Why do prospective students place importance on what the college's message is and what do they look for, and what are the biggest red flags to those students? There will be short audio/video files that will be compiled into a podcast explaining my major findings and future theories.