

CONFIDENTIAL

Abstract: Evaluation of personnel's brand involvement in a private university setting: The case of MODUL University Vienna

Branding is nowadays perceived as a universal term in every industry. Also in the higher education sector, branding recently has become a necessity for marketing a university as a valuable brand to its future students to gain an edge over their pool of competitors. The aim of this thesis is, to investigate and explain the ways in which MODUL University Vienna is involved with the universities brand. Thus, the main goal of this thesis is furthermore to measure, to which extend the personnel of MODUL University Vienna is involved into the universities brand. The outcomes of this case study could be of great importance for MODUL University Vienna, as they could provide the management of the university with relevant research on the existing situation among personnel when it comes to brand involvement, and furthermore provide future improvement ideas concerning this issue.

The main results of the case study showed, that at the moment personnel of MODUL University Vienna, is already involved with the university's brand, but this involvement needs to be strengthened and developed further. In addition, there are slight differences between the brand perception of faculty and staff of the university. Especially communication and training need to be enhanced and the existing "gap" between faculty and staff departments needs to be bridged by taking various actions.

Such actions include, in concrete, the conduction of regular employee meetings and surveys and regular following employee discussions. Furthermore career development opportunities need to be designed more attractive to keep the turnover rates of employees as low as possible. As especially the faculty of the university wishes to get more information on the brand of the university, a written document of brand guidelines of the university could be beneficial for "existing" employees. Furthermore "brand guidelines handbooks" and "brand introduction sessions" could be offered to new employees of the university to get them familiar with the brand. Lastly regular meetings on branding guidelines of MODUL University could be held, to trigger discussions between employees of the university.