

ADDITIONAL INFORMATION

Ghana's Finance Minister's Proposal for financing public universities

A quick glance at our historical evolution reveals that we transitioned from a free tertiary education policy to a cost-sharing approach in response to the specific challenges of the period. We have been forced to pursue solutions that are in the best interest of the country's educational agenda and our overall focus on human capital development due to the shifting dynamics of these financing models.

This lengthy discussion on the subject of financing higher education institutions in Ghana is necessary as a result of two significant developments. The first is the difficulty the government faces in having enough fiscal room due to the overburdened nature of the government payroll system and the current economic issues. The second catalyst is the most recent UTAG strike over their working conditions, which has become an albatross for several administrations. There may be additional distant causes, but in my opinion, these two are the primary ones behind the Minister's proposal.

The Minister suggests that one of the measures to take in the medium term will be to "wean public tertiary institutions off of government payroll and provide them with a fixed amount block grant instead" in order to address the economic issues we are currently facing. He believed that doing so would lower the size of the government payroll and, hence, absolve the government of any liability for labor unrest as the institutions would be in charge of paying their staff members.

An effective public policy strikes a delicate balance between social benefits and expenses and is carried out with the general public's best interests at its core. We may be facing a variety of difficulties that call for creative problem-solving. It is also true that the cost of paying employees in the public sector is a burden on tax revenues. However, it does not imply that we should forgo investing in the training of our human resources, particularly at this point in our development.

Our public tertiary institutions cannot be "privatized" because we lack the resources. We should support a modified cost-sharing approach in which, in addition to paying a "set

amount block," the government can cover specific categories of employees' salaries in public tertiary institutions. This will stop the institutions from charging excessive fees that would deny many people who cannot afford access to tertiary education. Situations like this call for thorough marketing initiatives

SECTION A - COMPULSORY

In your new role as the Marketing Director at the National University of Ghana. The Academic Board of the University has asked you to synthesize initial case study, the strategic audit you previously created, and the new information included in this exam paper. You are to present a report in the next academic board meeting that addresses the following;

QUESTION ONE

- a) Assess the relevance of the models used for your six-page strategic audit to evaluate the current environmental condition in the educational sector of Ghana.
(10 marks)
- b) Develop a strategic marketing plan to ensure NUG's financial sustainability for the next five years and beyond with new proposal from the finance minister.
(30 marks)

(40 MARKS)

SECTION B -ANSWER ANY THREE (3) QUESTIONS IN THIS SECTION

QUESTION TWO

Critically assess the strategic implications of the Ansoff matrix model and how it can be used by the National University of Ghana to grow their portfolio. **(20 marks)**

QUESTION THREE

Recommend using stakeholder analysis, how the National University of Ghana stakeholders could influence NUG's corporate reputation and the significance of stakeholder engagements. **(20 marks)**

QUESTION FOUR

Analyse the financial position of NUGs and illustrate the medium-term benefits to NUG and how this can help them achieve their key strategic priorities.

(20 marks)

QUESTION FIVE

Marketing communications especially in this new media era play an important role in developing an institution's corporate reputation. Advise, with justification, an outline of a marketing communication strategy that the National University of Ghana can develop to build its brand equity. **(20 marks)**

QUESTION SIX

The intensity of competition within the Ghanaian higher educational industry could depend on several factors. Identify these factors and discuss briefly how they could affect NUG. **(20 marks)**