Consider the segmentation and targeting strategies the University of Liverpool has chosen for marketing its MBA programme. To what extent has it needed to adapt these strategies and its offerings to the environmental factors in the markets in which it operates? 250 words

Reflect on your own reasons for choosing to undertake your MBA at the University of Liverpool. How have the strategies and marketing practices aligned with your reasons and contributed to or detracted from value co-creation and establishing a strong ongoing relationship? 250 words