

# **CISE (Cirencester International School of English)**



# Introduction

The case study in question, CISE (Cirencester International School of English), focus on the operational issues that a private English language learning institution experiences in a growing competition. The school is an educational institution which is situated in the United Kingdom, and it is aimed at the foreign students who wish to enhance their skills in English language.



# Major issues

Among the major issues discussed in the case, one of the prominent one was CISE's problem of a decreasing student base caused by the growing competition from other language schools and online platforms. Students shifted their focus on to digital learning and other cost efficient means of education, leaving behind the conventional university.



# Strategic Solutions

In responding to these challenges the case posits a set of strategic marketing and operational tactics. Firstly, it is necessary to emphasise that CISE has to promote its brand image in the field of digital marketing and cooperation with IAE. It also would attract more students into the school by stressing on its branding and accreditation.

# Conclusion

CISE case provides necessary knowledge about challenges of educational institutions in the epoch of competition between countries. Thus, the main challenges of CISE can be considered as factors that, when eliminated with the help of advanced marketing tools and optimization of work processes, will help the company steadily develop

# RESOURCE

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

Resource: Visit [thecasesolutions.com](https://thecasesolutions.com) for detailed analysis and more case studies.