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Abstract

The current fiscal environment has driven Canadian universities to become more entrepreneurial, seeking out and competing over new sources of funding. Despite such intensifying competition, little effort has been made to document the promotional tactics that Canadian universities are using to render themselves appealing to external audiences. This study examines the contents of the home pages of English-speaking universities in Canada. It finds that, though there are some differences in the tactics that primarily undergraduate and research-intensive universities employ, both generally strive to emulate the same institutional 'template'. Moreover, the usage of more unorthodox promotional tactics, drawing on labour market rhetoric or discourses of inclusivity, is limited. These findings are theorised in relation to contemporary work within organisational sociology and strategic management.(HRK / Abstract übernommen)