**ABSTRACT**

The purpose of this article was to explore the nature of the marketing of higher education (HE) and universities in an international context. There is a substantial literature on the marketing of Higher Education and consumer behavior. Scholars provide evidence of the marketing strategies that have been implemented by HE institutions. However the literature comparing the choices of Polish and British students remains very limited, and this is relatively uncharted territory. This paper compares the decision-making processes made by British and Polish students while choosing a university.