



# CORVINUS

UNIVERSITY of  
B U D A P E S T

CORVINUS

**Brochures, FAIRS, websites**

**...**

**Traditional and new ways of attracting  
international students and faculty**

# Promotion of the University

## ➤ Why is it important?

### ➤ Strategy on internationalisation

**to be an international university in all aspect**

- to take part in international networks
- to develop the cooperation with international researchers
- to deliver degree programs and other courses in English
- to raise the number of foreign lecturers
- to have more degree students from all over the world
- to accept more exchange students
- 18 years of experience in hosting international students
- Hungarian students vs. International students
  - (18.000: 445 HU nationality; approx. 700 other nationality)

# Promotion of the University

## ➤ Our „products”

### ➤ Main subject areas

- **Business, Economics, Social Sciences: Sociology, Political Sciences, International Relations**
- **Life Sciences: Horticulture, Food Science, Landscape Architecture**

### ➤ Degree and non-degree programs in English

- **3 BA programs**
- **5 MA programs**
- **4 PhD programs**
- **4 Erasmus Mundus joint programs**
- **Partial training, short programs, special training programs, preparatory program(s)**

# Strategy on Marketing

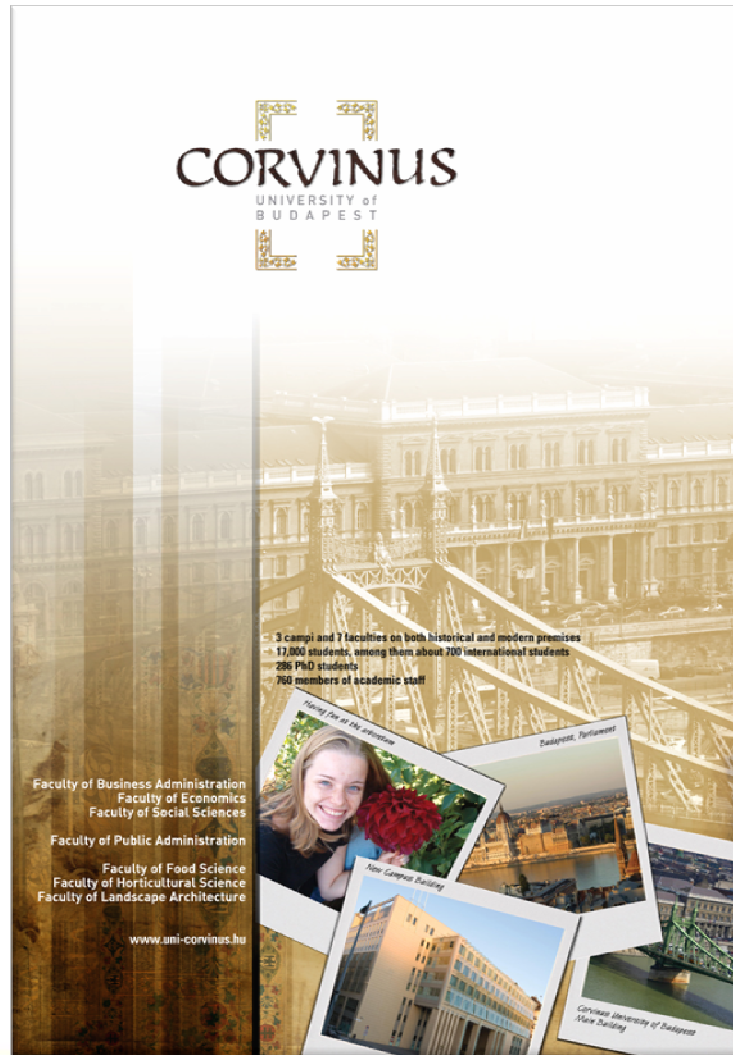
- **„Under construction” – no written form**
  - **Central and faculty (program) level**
- **Action plan every year - an area in focus**
  - **Special tools for each area**
  - **Action plan for 2009**
    - **Rector's visit**
    - **Educational fair(s)**
    - **Printed materials in Chinese**
    - **Website in Chinese**
    - **Chinese Centre at the University**

# Traditional ways of promotion

## ➤ Printed materials in English:

- Representative brochure about the university
- Short image film
- *Study programs in English:*  
all degree and non-degree programs at the university
- *Leaflets:* different programs
- ECTS Guide (for exchange students)
- Image poster
- Corvinus card (bookmark)

# Traditional ways of promotion



# Traditional ways of promotion

## ➤ International Educational Fairs

### ➤ as exhibitor

(Romania, Poland, Belgium, Cyprus, Greece, Norway)

### ➤ as a co-exhibitor

together with other Hungarian institutions  
(Vienna, Graz, Taiwan 2008)

### ➤ represented by other organisations

(Hungarian Ministry of Education, Balassi Institute, Study Transfer Program, Institutes of Hungarian Culture, Agents)

# Traditional ways of promotion

## ➤ International Educational Fairs

### ➤ Preparing for the fair

#### ➤ To have a concept

- Country - target group
- What is the message? (about the university, programs)
- Place of the booth and how shall it look
- To have the printed materials for all target groups
- To send the appropriate people
- To have some small gifts (bookmark etc.)

# Traditional ways of promotion

## ➤ International Educational Fairs

### ➤ On the fair

#### ➤ Visitors

- Professors, colleagues
- Students seeking an exchange possibility or partial training
- Prospective students seeking degree programs abroad
- Parents, agents and other people
- To give the appropriate information for the target groups (both printed and oral information)
- To make lists and keep contacts

# Traditional ways of promotion

## ➤ International Educational Fairs

### ➤ Experience

Is it worth to take part in educational fairs?

➤ depends on the role (exhibitor, co-exhibitor, representation)

➤ **Yes:**

➤ Personal contacts to the prospective students

➤ Other „players” of the market

What are the people looking for

➤ **No:**

➤ Cost – you cannot take part in each fair

➤ Result maybe only some years later

➤ Common concept with the co-exhibitor

# Traditional ways of promotion

## ➤ Agents

### ➤ Long tradition working with agents

- Selection of partners (be careful with the e-mails)
- Not exclusive agents
- Contracts - different conditions
- Faculty level and central level
- Approx. 25 agents from all over the world
- Result is measurable
- Agents are recruiting also for another institutions (competitors)

# New ways of promotion

## ➤ Websites

- addressing the highest number of students
- different kind of information in more detailed form
- immediate contact with the program provider (e-mail)
- up-to-date information
- an image about the university
- pictures, film, presentation
- further links to websites about the country and the town

# New ways of promotion

## ➤ Websites

### ➤ Corvinus website in English

- Highest number of people to reach
- More detailed information about Hungary, the university, the programs and the student life
- Visuals : film, presentations, pictures
- Information
  - Main site – general information – link to the programs
  - Faculty (program) site – detailed information
  - E-mail contacts on both central and program level
  - Feedback of previous students

# New ways of promotion

## ➤ Websites

### ➤ Other sites on the www

- Lots of websites
- Different quality
- Do you know
  - Which sites are your institution mentioned?
  - Are the data correct?
- Update
  - by institutions (sending materials, login etc.)
  - by other institutions or people (data are not always true)
  - checking the site regularly

# New ways of promotion

## ➤ Websites

### ➤ Other sites on the www - Examples

- Website of the Ministry of Education and Culture
- FELVI (National Higher Education Information Center)
- Agent's website (e.g. [www.studytransfer.hu](http://www.studytransfer.hu))
- IIEPassport (USA)
- StudyAbroad.com
- Study in Europe (ACA) ?
- Moveonnet (Exchange programs)
- Universities Guide
- 4icu – 4International Colleges & Universities
- ASEM Education Database
- Under construction: Global Campus, WISHES

# New ways of promotion

## ➤ **Alumni – our „ambassadors”**

**International graduated students**

### ➤ **International environment at the university**

- **More and more international students**
- **Involving them into the different exchange programs**
- **International Week**

### ➤ **International students are „our” students**

- **The same rights and obligation: rules, evaluation of the lecturers**
- **International Study Guide – Newsletter in English**

### ➤ **Offering special services**

- **Administration: registration systems**
- **Buddy program**

**Thank you for you attention!**

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**Head of International Office**

**[www.uni-corvinus.hu](http://www.uni-corvinus.hu)**