



# **A Special Tool in International Promotion: Founding an International University Network**

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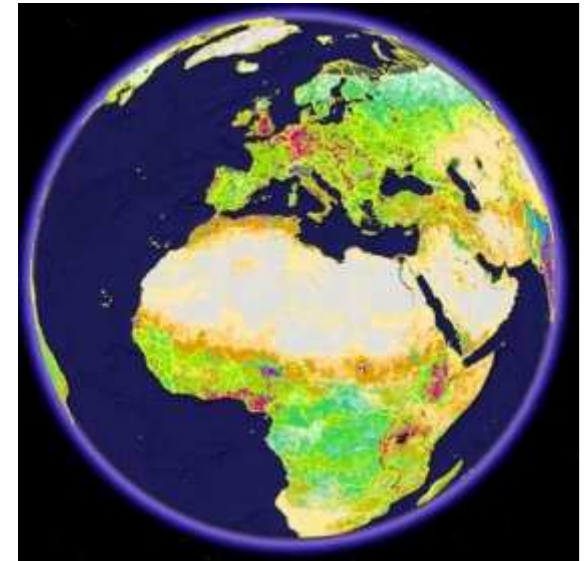
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# Why does a university need international marketing?

- to maintain or enhance the image of the institution internationally
- to provide information about the institution's international programmes
- to attract prospective international students – encourage application and enrollment
- to build international alumni
- to establish an internationalized university



# Levels of interest in international educational marketing

## 1. Leadership

- to create or retain a positive image for the institution
- to get involved in and feel part of the international higher education area
- to increase the revenue by international student recruitment
- to attract able students, to hire well-qualified lecturers, researcher with the help of the good international reputation



# Levels of interest in international educational marketing

## 2. Lecturers, researchers

- working for an internationally known and respected university strengthens their loyalty to the university
- international promotion creates the possibility for building international co-operations
- at an internationalized university their knowledge is measured in an international environment
- it is a driving force for them to deepen their knowledge



# Levels of interest in international educational marketing

## 3. Current students

- the international reputation of their university increases the value of their diploma
- presence of international students create an international study environment at their institution
- It leads to improving their competences, introduces them the intercultural challenges





# Levels of interest in international educational marketing

## 4. Administrative staff

- helps them to know the international competitors
- keeps them updated about the current trends and challenges in international education

# Levels of interest in international educational marketing

## 5. Potential international students

- a good brand name attracts them
- they are seeking for detailed information to be able to make decision about the institution to choose
- the distinguishing features of the chosen university should be clear to them
- good international reputation increases the value of their gained diploma





# Levels of interest in international educational marketing

## 6. Visiting lecturers, researchers

- they are more motivated to be in contact with an internationally known institution



# The 4 P's of the Marketing Mix in education

## **Product**

- Programmes, quality, features, options, services, warranties

## **Price**

- List price, discounts, scholarships, payment period, credit term

## **Place**

- Channels, locations, schedules, atmosphere

## **Promotion**

- Advertisement, personal contact, publicity

(cf. Philip Kotler - Karen F.A. Fox)

## Promotion of educational institutions

Most educational institutions use both advertising and public relations

### **Difference:**

„Publicity is sent to a medium and is prayed for, while advertising is sent to a medium and is paid for”

(unknown author)



# How can an institution decide which marketing tool to choose?

- Institutional international marketing strategy has to be created and agreed upon on an institutional level
- Financial situation of the university – advertising versus publicity
- Exploiting special opportunities  
e.g.

The European Capital of Culture Programme



# The European Capital of Culture Programme

- The **European Capital of Culture** (ECoC) title is designated by the European Union for a period of one calendar year during which a town is given a chance to showcase its cultural life, cultural environment and cultural development
- Pécs has been chosen to be a European Capital of Culture in 2010 together with Essen and Istanbul
- The announcement about the Pécs ECoC title was made at the end of 2005



# Immediate thoughts about the designation

- What is the role of the University of Pécs in this programme?
- What are the responsibilities, duties and opportunities of the university?





# Institutional approach to the Pécs – European Capital of Culture 2010 title

## **Responsibility:**

- to contribute to the success of the Pécs 2010 Programme

## **Duty:**

- to provide academical background and good programmes
- to promote the Pécs 2010 designation in our international marketing activities

## **Opportunity:**

- to promote that UP has its right place in the ECoC city
- a new distinguishing feature of our university to talk about
- a unique opportunity for international networking and co-operation with former, present and future universities located in ECoCs



## The foundation of UNeECC

The original questions for the initiative:

- What did other universities located in ECoC cities do during the privileged year?
- What did they gain out of it?
- How did the city profit from having a university to work with on the cultural projects?
- **No public records of experience and expertise were available!**

Straightforward solution:

A network *should be founded* in order to learn more about the university experiences and work out common, applicable expertise for future programmes



## The Foundation of UNeECC

- We contacted more than 200 universities with the idea
- we received 30 positive responses and called the Founding Assembly
- The Founding Assembly was held at the University of Pécs with 15 founding members

### **The Founding Assembly**

- worked out and accepted the Statute
- elected the officials of the network that became a truly international leadership
- identified the place for the Secretariat which was located at the University of Pécs, Hungary



## Promotion and activities

We contacted

- the European Commission
- all the European university associations
- all the potential and prospective member universities
- important cultural organizations in Europe
- all the existing ECoC Offices



# Past activities

2007

Mini-Conference in Krakow:  
The Benefits of Being a European Capital of Culture

General Assembly and Annual Conference in Sibiu:  
'Town and Gown'

2008

Big Hope-UNeECC participation in a student festival in Liverpool

Networking reception at EAIE,  
Antwerp

General Assembly and  
Annual Conference in Liverpool  
'Whose culture(s)?'



# Future activities

2009

March

UNEECC Video Conferencing Lectures Series

Antwerp, Liverpool, Sibiu

April

UNeECC Student Workshop in Pécs

September

Networking reception at EAIE Madrid

October

GA and Annual Conference in Vilnius

'Innovation, Creativity and Culture'

UNeECC Erasmus coordinators meeting in Vilnius

# Future activities

**2010**

June

UNeECC Youth Festival in Istanbul

October

GA and Joint conference with Compostela Group of Universities in Pécs

**2011**

GA and Annual Conference in Tallinn

# 48 UNeECC members

- Lessius Hogeschool, Antwerpen
- Universiteit Antwerpen, Antwerpen
- University of Athens, Athen
- Cultural Organisation of the City of Athens, Athen
- University of Avignon, Avignon
- University degli Studi Bologna, Bologna
- College of Europe, Bruges and Warsaw
- ICHEC Brussels Management School, Brussels
- Vesalius College, Brussels
- Cork Institute of Technology, Cork
- University College Cork, Cork
- University of Duisburg-Essen, Duisburg, Essen
- FH KufsteinTirol, Kufstein
- University degli Studi Genova, Genova
- Glasgow Caledonian University, Glasgow
- FH Joanneum - University of Applied Sciences, Graz
- Haaga-Helia University of Applied Sciences, Helsinki
- Bahcesehir University, Istanbul
- Istanbul Technical University, Istanbul
- Istanbul Bilgi University, Istanbul
- Isik University, Istanbul
- Fatih University, Istanbul
- Yeditepe University, Istanbul
- Agricultural University of Krakow, Krakow
- Cracow University of Economics, Krakow
- The Pontifical Academy of Theology in Krakow
- AGH – University of Science and Technology, Krakow
- Lille 2 Université du Droit et de la Santé, Lille
- Lille Catholic University, Lille
- University of Lille 1, Science and Technology, Lille
- Johannes Kepler Universität, Linz
- University of Lisboa, Lisboa
- Liverpool Hope University, Liverpool
- The University of Liverpool, Liverpool
- Université du Luxembourg, Luxembourg
- Universidad Alfonso X el Sabio, Madrid
- Universidad Complutense Madrid, Madrid
- University of Maribor, Maribor
- University of Patras, Patras
- University of Pécs, Pécs
- University Fernando Pessoa, Porto
- Erasmus University Rotterdam, Rotterdam
- Universidad de Salamanca, Salamanca
- "Lucian Blaga" University of Sibiu, Sibiu
- University of Stavanger, Stavanger
- Rovira i Virgili University, Tarragona
- Vilnius Gediminas Technical University, Vilnius
- Mykolas Romeris University, Vilnius
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# 31 UNeECC Cities

- Antwerp (2)
- Athens ( 2)
- Avignon
- Bologna
- Bruges
- Brussels (2)
- Cork (2)
- Duisburg, Essen
- Genoa
- Glasgow
- Graz
- Helsinki
- Istanbul (6)
- Krakow (4)
- Kufstein
- Lille (3)
- Linz (2)
- Lisboa
- Liverpool (2)
- Luxembourg
- Madrid (2)
- Maribor
- Patras
- Pecs
- Porto
- Rotterdam
- Salamanca
- Sibiu
- Stavanager
- Tarragona
- Vilnius

**19 countries**



## Achievements

- the number of members has increased from 15 to 48 in 24 months
- UNEeCC had to modify the Statute - ECoC applicant cities and cultural organizations have expressed a strong interest in joining
- support from the European Commission
- direct contact with the ECoC centre bodies

# Appreciations

## **2007 Sibiu**

Roger O'Keeffe, Commissioner from Education and Culture  
DG, Brussels, Keynote Speaker from EC :

‘UNeECC provides the academic background that is  
essential for the future of the ECoC Programme’

## **2008 Liverpool**

Charles Louis d'Arenberg, Prince of Arenberg: ‘UNeECC has  
risen to be one of the most prestigious university networks  
in Europe’

# What makes UNeECC unique?

UNeECC provides a special platform for co-operation among:

Academics

University leaders and city leaders

Students

Administrative staff

Cultural groups of universities

ECoC bid writers



## What has the University of Pécs achieved through UNeECC?

- countless opportunities for promoting the university which is the administrative centre of UNeECC
- the success of the network has largely increased the reputation of UP
- UP has strengthened its relationship with the local City Hall and ECoC Office as ECoC is a public, societal task – an outreach to the society
- UP has had the possibility to reshape the EHA
- UP has gained an excellent topic for continuous publicity for free



# What have all the other member universities gained?

- numberless opportunities for networking, for promoting their programmes among the members
- UNeECC sets an example on the higher education institutions' possibilities and responsibilities for reaching out to the society
- unique co-operation possibilities between 'town and gown'
- first hand information, experiences about the ECoC Programme
- eternal participation in the ECoC Programme
- direct link to the European Commission



# What have all the other member universities gained?

- UNeECC helps the universities to become active members of the European culture
- members gain first hand experience about the intercultural dialogue , about the challenges and responsibilities of European multicultural environment
- membership in a network where students' involvement plays a key role, too
- opportunities to participate in joint educational programmes ( IP, Joint Degree) on cultural management



Come and join our UNeECC feeling!





**Thank you for your attention !**