



Promotion and Marketing of Higher Education

- an outline of European and
national-level strategies

Budapest, 23 March 2009

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Structure



- 1. Overview of national promotion instruments**
2. Country classification
3. Outlook – Promotion of Europe as a study destination

Overview of national promotion instruments



1. A national higher education *brand*;
2. A central *website*;
3. HE *events*;
4. Communication (media) *campaigns*;
5. Information *offices*;
6. *Further promotion-related activities*;



National HE brand

Elements of a brand:

- Slogans
- Logo
- Image
- etc.

Examples: EducationUK; Live, Learn, Grow (?);

Think, Play, Participate (?); Look up (?); Pizza e pasta (?)

National HE brand



**STUDY
IN DENMARK**



DAAD Deutscher Akademischer Austausch Dienst
German Academic Exchange Service
Change by exchange
Wandel durch Austausch

“Study-in-...” website



Core elements of a good website:

- HE system
- Modalities
- Link to institutions
- Scholarships
- English-taught programmes
- Services to students
- Testimonials

"Study-in-..." website Examples



A screenshot of the 'Study in Sweden' website as it appeared in 2009, viewed through Internet Explorer. The browser window title is 'Study in Sweden - SWEDEN.SE - Windows Internet Explorer'. The address bar shows 'http://www.studyinsweden.se/Home/'. The website has a clean, orange and white color scheme. At the top, there's a navigation menu with links like 'Home', 'Why Sweden?', 'Study options', 'Universities', 'Find courses', 'Scholarships', 'Living in Sweden', and 'Learn Swedish'. A search bar is also present. The main content area features an 'Editor's pick' sidebar with links to 'Master's program database', 'Scholarships', 'Universities', 'Accommodation', and 'Meet students and faculty'. The central part of the page has a large image of two smiling women, with a 'Study in Sweden' overlay. Below this, there's a section titled 'Study in Sweden is a comprehensive resource...' followed by 'Internal quicklinks' and 'External quicklinks'. The footer shows the Windows taskbar with various open applications like 'Summaries', 'Microsoft PowerPoint', and 'Study in Sweden - S...'. The system tray shows the date 'Wed Mar 18, 2009, 16:04 GMT +1' and the time '16:04'.

"Study-in-..." website Examples



CampusFrance - Education en France - Study in France - Estudiar en Francia - Etudier en France - Windows Internet Explorer

http://www.edufrance.fr/en/index.htm

File Edit View Favorites Tools Help

Google study-in-france

CampusFrance - Education en France - Study in Franc...

L'accès à l'enseignement supérieur français !

CAMPUS FRANCE

CONTACT SITE PLAN FAQ

Current events
PROGRAMS TAUGHT IN ENGLISH : january 2009 issue.

CAMPUSFRANCE IN MY COUNTRY
CampusFrance local offices are there for you :
CampusFrance local offices (addresses)

STUDYING IN FRANCE
Everything you need to know about French higher education :
Before you get started
French higher education in brief
Choose a program
Apply for admission *
French government grants
Obtain your student visa

LIVING IN FRANCE
CampusFrance and your plans to study in France :
Finding housing
Getting around
Managing your money
Working

WHY FRANCE
Same good reason to study in France :
The right host country
For the quality of its university system
For the quality of France's cultural life
For staying in the heart of Europe

LEARN MORE...

1998 - 2008
10 action years
10 ans d'action pour la mobilité universitaire internationale

Agence CampusFrance
About us
CampusFrance's members

Download
Download all our information documents.

Meeting
International events

Apply on line *
CREATE A FILE
REVIEW YOUR FILE

© CampusFrance 2008

Waiting for http://donepoker.com/default.htm...

start

Summaries Common on 'Sbs-aca'... Microsoft PowerPoint ... CampusFrance - Educ... untitled - Paint

FR 16:05

"Study-in-..." website Examples



ÖAD Austrian Exchange Service - Windows Internet Explorer

http://www.oead.at/_start/index_english.html

File Edit View Favorites Tools Help

Google study austria

ÖAD Austrian Exchange Service

Welcome to the ÖAD

oead OeAD-GmbH

Study & Research In Austria EU Educational Programmes Projects & Networks About the ÖAD

DEUTSCH

SEARCH CONTACT NEWS

News

Archive

© OeAD-GmbH

Legal notes

Webmaster

News

(partly available in German only)

KOOPERATIONEN **New Publication of the OeAD**

Kooperationen TU Wien - Lviv Polytechnic Lemberg

This edition of "Kooperationen" shows the long and exciting way leading from the first few contacts at the beginning of the 1990s to the partnership of today of Vienna University of Technology, Faculty of Architecture and Planning, and the National University Lviv Polytechnic, Faculty of Architecture.

Source: oead

KOOPERATIONEN **Internationalisation and development policy dimensions at Austrian Higher Education Institutions**

Event: April 16th to 17th, 2009, Universität für Bodenkultur Wien, Festsaal Gregor Mendel-Straße 33, 1180 Wien

Source: oead

oead **January 1, 2009: OeAD-GmbH**

The Austrian Exchange Service is being converted into "Austrian Agency for International Cooperation in Education and Research (OeAD-GmbH)"

Source: oead

KOOPERATIONEN **New publication of the ÖAD**

Kooperationen

Auslandspraktikum Deutsch als Fremdsprache

Commercial:

Besuchen Sie unsere Website: a.at

Read more...

Additional Information:

Kooperationen TU Wien-TU Lemberg

Read more...

Additional Information:

Info / Anmeldung

Read more...

Additional Information:

OeAD-GmbH

Read more...

Additional Information:

start

Summaries

Common on 'Sbs-ac' ...

Microsoft PowerPoint ...

ÖAD Austrian Exchan...

untitled - Paint

Internet

100%

FR

16:06

"Study-in-..." website Examples



DAAD - Deutscher Akademischer Austausch Dienst - Study and research in Germany - Windows Internet Explorer

http://www.daad.de/deutschland/index.en.html

File Edit View Favorites Tools Help

Google search study germany

DAAD - Deutscher Akademischer Austausch Dienst - 5...

Deutsch English Español other languages

DAAD Deutscher Akademischer Austausch Dienst
German Academic Exchange Service

Change by exchange
Wandel durch Austausch

STUDY AND RESEARCH IN GERMANY

- University
- Course Search
- Planning Your Studies
- Research
- Support
- Learn German
- Living in Germany
- Services
- Download
- Contact

DAAD search

BOOKMARK THIS PAGE

CHE University Ranking 2008

UNIVERSITY RANKING

DIE ZEIT

Want to navigate better through the extensive range of study opportunities offered by Germany's universities? Then why not use our university ranking!

Five good reasons for studying in Germany

So you're still wondering about where to study and which is the best university for you?

It's really not an easy decision... further information

Questions about studying in Germany? Ask Dany, your virtual advisor.

DAAD news

Research Explorer

Would you like to do your doctorate in Germany? Are you looking for an institution where you can carry out your research project? Or are you looking for a research contact? The Research Explorers helps you to search systematically through German research institutions.

Course Search

International Programmes in Germany

Visit our Course Search presenting about 700 International Bachelor, Master, and Doctoral Programmes in Germany! English is the language of instruction in most of these programmes.

Arrive and immediately feel at home

First-class service for international students

Germany's universities offer an all-round service to ensure that you can quickly settle...

Helping you make the most of your talent

Wide choice of degree programmes

There is practically nothing that you cannot study in Germany...

Learning from the best is the best thing that you can do for yourself

Excellence in research and teaching

German universities attach great importance to basic research...

From lecture hall to practical application

Close links between theory and practice

The success of world-class technology "Made in Germany" shows how basic research and...

Excellent achievements through worldwide networks

Strong international focus

The work done by Germany's universities knows no geographical borders...

start

Summaries

Common on 'Sbs-aca' ...

Microsoft PowerPoint ...

DAAD - Deutscher Ak...

untitled - Paint

Internet

100%

FR 16:07

“Study-in-...” website Examples



Nuffic - International students## - Windows Internet Explorer

http://www.nuffic.nl/international-students/#

File Edit View Favorites Tools Help

Google study netherlands

Nuffic - International students##

nuffic Netherlands organization for international cooperation in higher education

Search type your query OK

Results in English & Dutch English Dutch

Home International students International organizations Nederlandse studenten Nederlandse organisaties

News About Holland Higher education Scholarships Preparation & Stay After your Studies Interaction Contact

Study in Holland

- Preparing your stay
- Staying in Holland
- After your Studies

More about...

- Search international study programmes
- Why study in Holland?
- Join our StudentPanel and win an eBook reader!

News

09 Mar 2009
Netherlands and Thailand strengthen higher education ties
[Read more](#)

24 Feb 2009
Vacancy: EAHEP internship 4-6 months
[Read more](#)
[More news](#)

Events

07 Nov 2009
DIS 2009, World Forum, The Hague
[Read more](#)
[All events](#)

most students study in their own language

students in holland study in english
Foreign students in Amsterdam

VU University uses SMS as aid for lectures

VU University Amsterdam will be the first university to introduce a new form of lecture starting on 9 February. PowerPoint presentations will include questions that...

[Read more](#)

Home | Sitemap | Terminology A - Z | Disclaimer | Copyright |

start Internet 100% 16:07

“Study-in-...” website Examples



Education UK - Innovative. Individual. Inspirational. - Windows Internet Explorer

http://www.educationuk.org/pls/hot_bc/page_pls_all_homepage

File Edit View Favorites Tools Help

Google C study uk

Education UK - Innovative. Individual. Inspirational.

Home | Print this page | Register | My Education UK | Worldwide sites

BRITISH COUNCIL

Education UK
Innovative. Individual. Inspirational.

Your study options | Study advice | Living in the UK | Subject zone | Events

Learning solutions

A UK education has all the ingredients to help you develop your thinking, your skills and to equip you for the future

Quick course search

Your language: Please select

Type of course: Please select

Subject Keyword: [input field]

Type of attendance: Please select

Location: Select Location

[view location map](#)

Useful searches

- [Institution search](#)
- [English Language search](#)
- [Independent school search](#)
- [Career based & pre-university](#)
- [Undergraduate search](#)
- [Postgraduate learning](#)
- [Scholarship search](#)
- [Study for a UK qualification in your own country](#)

Become an Ambassador

[Take part in our survey](#)

Share your experience as an international student and become an Education UK Ambassador

Watch international students talk about their UK education

Experience the soundtrack to studying in the UK. See what students, alumni and professionals from around the world have to say about a UK education. Click on the faces to find out more... [more...](#)

Project your head

start | Common on 'Sbs-aca' ... | Microsoft PowerPoint ... | Education UK - Innov... | untitled - Paint | Internet | 100% | FR | 16:08

Events



- Core-type event: HE fair;
- Other types of events: smaller seminar-type meetings ;
- Joint events.

Euro  Posgrados

Universidades Europeas: Socias en educación superior

Media campaigns



- Advertisements on television, newspapers and magazines, etc.;
- Country- and language-specific campaigns.

Information offices



- Some organisations build their own permanent presence in key countries.
- Possible forms: fully-fledged offices, education officers in embassies, cultural institutes with HE delegates, regional promoters (loose network).
- Benefit: close contact with potential students.
- Detriment: costs.

Further activities



Further promotion-related activities:

- the use of private agents;
- training and competence-building for one's own institutions (market analysis, etc.).

Structure



1. Overview of national promotion instruments
- 2. Country classification**
3. Outlook – Promotion of Europe as a study destination

Country classification



- **Type I:** high degree of activities and resources.
 - > UK, Germany, France, the Netherlands
 - > Also: Finland, Sweden and Denmark
- **Type II:** active in only a few of the categories.
 - > Austria (ÖAD), Switzerland (CRUS), Poland (Perspektywy Foundation), Ireland (Education Ireland), Spain (EduEspana) and Italy (EduItalia)
- **Type III:** no major visible form of national HE promotion.
 - > majority of EHEA countries

Structure



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Outlook – Promotion of Europe as a study destination



GPP (LOT 2)

- Project period: March 2008 – March 2009
- Loose network of 10 Study-in-Europe promoters (mostly international officers)
- Stakeholders involved: national agencies and embassies (DAAD, Nuffic, CampusFrance, etc.), EU Delegation, EMA

Outlook – Promotion of Europe as a study destination



Activities

- Central training of promoters (ACA and stakeholders)
- Individual counselling of students
- Information sessions for students
- Mini-fairs (inter-institutional)
- Print material, websites, etc. for the local market
- Others

Outlook – Promotion of Europe as a study destination



Recommend systematic setting-up of Study-in-Europe networks in third countries. These networks should:

- be centrally co-ordinated
- have close cooperation with EU Delegations
- involve all national agencies/embassies present in the target country and offer a platform for those with no physical presence
- provide training and support of promoters throughout the country
- co-ordinate alumni engagement (e.g. EMA)



Thank you very much!

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