



## EAIE training course proposal for Education New Zealand

Turning ambitions into results: how to recruit the best students for your institution

Organised by the EAIE Professional Section Marketing & Recruitment (M&R)

### Course description

Higher education institutions operate within a complex, expanding and rapidly changing environment. The relationship between society and higher education institutions is loosening. As a consequence of the Bologna process and the expected GATS results, higher education institutions will feel the need for more autonomy enabling them to effectively respond to the aforementioned changes. The relationship between students and higher education institutions is expected to change also. With greater transparency and enhanced mobility, competition for the best students will inevitably increase. Higher education institutions will have to change from offer-oriented national institutions to student-oriented international institutions to stay or become attractive to the best students. Such developments indicate that knowledge and education is becoming a commodity – increasingly being paid for either in part or in whole.

### Focus

- European and global trends in higher education
- Market research
- Basic principles and concepts of educational marketing
- Positioning of your own institution
- Developing recruitment and communication strategies

### Topics

- Identifying the students: academic level, interests, push and pull factors
- Development of attractive educational programmes, meeting demands, high quality assumed
- Pricing and competition
- Developing a strategic marketing plan: the country-specific approach
- Developing a media communication plan: how effective are advertisements, educational fairs, networks, brokers, internet, or how to make these marketing tools effective?
- Customer relation management: customer satisfaction, after-sales and alumni
- The organisation and response rate of the 'sales' department: application, admission registration

## Course format

Interactive sessions: theoretical introductions will be varied with discussion, subgroup assignments, exercises and case studies

## Learning outcome

At the end of the course participants will:

- Be familiar with the core principles of educational marketing
- Be familiar with the most recent European and global trends in the higher education market and have acquired the tools to perform a market analysis
- Have a clear view on the marketing profile of their own institution (SWOT) and on future opportunities for their institution
- Be able to make a strategic marketing communication plan for their own institution or programme
- Have exchanged experiences and best practices with European colleagues and developed an international network

## Target audience

This course is aimed towards, senior staff members responsible for internationalisation, student recruitment and strategic development of the institution; senior staff members responsible for communication and public affairs; deans of faculties responsible for international relations and student recruitment.

## Level

Intermediate to advanced

## Homework

Homework will be announced closer to the beginning of the course.

## Timetable (example)

Day 1

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|-------------|---|
| 09.00–09.30 | Introduction to the course and welcome, introduction of participants and teachers, explanation of the programme   |
| 09.30-10.30 | Core principles of educational marketing: 4 P's of success <ul style="list-style-type: none"><li>- Why market?</li><li>- The marketing audit</li><li>- Market segmentation</li><li>- Programme design</li><li>- Pricing of educational programmes</li></ul> |
| 10.30–10.45 | Coffee break  |
| 10.45–11.45 | Core principles <ul style="list-style-type: none"><li>- Promotions</li><li>- Public relations</li><li>- Advertising management- analysis of the effectiveness of advertising (practical session)</li></ul>  |
| 11.45–13.00 | Group assignment: participants will split into groups to discuss their homework (current trends in their own country versus international   |

- marketing and recruitment) in relation to the presented trends. Group reports on assignment
- 13.00–14.00 Lunch
- 14.00–16.00 Case-study I: SWOT analysis
- 16.00–16.15 coffee break
- 16.15–18.15 How to recruit the best students: market and consumer research.
  - Designing market research
  - Tools for market research
  - Reading results and giving input to strategic development of the institution

#### Day 2

- 09.00–10.30 Case-study II: the 4 P's
- 10.30–10.45 Coffee break
- 10.45–12.15 How to recruit the best students: promotion and campaigns
  - Communication with potential students: principles and key concepts
  - Developing effective marketing communication campaigns for student recruitment
- 12.15–13.15 Lunch
- 13.15–15.15 Students as customers
  - Customer Relations Management
  - Is your institution prepared? Customer satisfactions as a means to ensure and enhance internal university cohesion
- 15.15–15.30 Coffee break
- 15.30–18.00 Case III: Strategy Development

#### Day 3

- 09.00–10.00 Session 11a: Effective Internet Marketing
  - Why use the internet as a marketing tool?
  - The Internet behavior of international students
  - How to increase your internet visibility - search engine optimization and strategies, including Pay Per Click advertising
- 10.00–10.15 Coffee break
- 10.15–12.00 Session 11b: Effective Internet Marketing
  - Internet advertising – a review of education focused internet marketing service providers and directories
  - What should a good educational website contain?
  - Effective use of email newsletters and e-zines
- 12.00–13.00 Lunch
- 13.00–14.00 Case IV: Communication Tools
- 14.00–15.00 Closing session
  - Evaluation of training course
  - Certificate awards ceremony

### **EAIE Secretariat contact**

Yvonne Bos, Conference and Training Manager  
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### **Course leader**

**Thijs van Vugt**, iE&D Solutions BV, The Netherlands

### **Trainer**

**Chris Price**, is a Director of a education marketing consultancy called MJD Consultancy, specializing in advertising management and technology for marketing communications and recruitment. A former Director of Marketing of the IBT Education Group at Brunel University, London, UK. Chris has worked in Higher Education and International education/affairs for 15 years in several Universities. Educated in both the UK and USA, Chris has a Bachelor's degree in International Politics and History, a Postgraduate Diploma in Marketing and is a Fellow of the Chartered Institute of Marketing (FCIM) and Academy of Marketing. Chris is, or has been, a member of several educational marketing, international relations, marketing and international students welfare organizations including UKCOSA, NAFSA, The British Council's Education promotion arm, the London Council for Overseas Students (LCOS), London First-Learning in London and the British Universities Transatlantic Exchange Association (BUTEX). He was an elected member of the executive of British Universities International Officers Liaison Association (BUILA) representing Universities in the South East Region of England. Most recently Chris has been asked to represent UK Universities on the UK Department (Ministry) of Trade and Industry's Education and Training Export Group. A frequent international traveler with wide experience of presenting at conferences most recently at the EAIE annual conferences in Vienna, Krakow and Basel, DAAD/CHE International Officers conference, the Spanish rectors conference – International Officers Group, NAFSA- Association of International Educators and also extensive experience of training on international educational issues. Chris has been on the EAIE M&R Steering Group and Professional Section Board since late 2002.

### **Trainer**

**Tim Rogers**, International Education Consultants, United Kingdom  
Tim Rogers is the former Head of Student Recruitment and Admissions at the London School of Economics and Political Science. He was previously Senior International Liaison Officer at the University of Warwick. With over 13 years of experience in international student recruitment, educational marketing and press relations, Tim is regarded as one of the leading international education consultants in the world today. Since establishing his own educational consultancy in May 2003, Tim has developed an impressive client list that includes Ministries of Education in Denmark, India, Finland and Sweden, LSE, Imperial College London, the School of Oriental and African Studies (SOAS), Boston University, Abertay University Dundee, the American University in Paris, University of Reading, the University of Witwatersrand Johannesburg, the European Association of International Education (EAIE) and Quacquarelli Symonds, the company behind the World Grad School Tour and www.topgraduate.com. His areas of expertise include institutional strategic

development of international student recruitment strategies, the development of study abroad programmes, the implementation of recruitment programmes and commentary on all aspects of the internationalisation of education and student populations around the world, particularly the impact on tuition fees and the Bologna Declaration. In May 2005, together with Thijs van Vugt, he was hired by CIRIUS for a training on international marketing and recruitment. In November 2006 both were hired by INHOLLAND University in the Netherlands for a workshop on *The Dos and Don'ts of Attending Fairs*. In 2007 Tim was trainer at 2 EAIE training courses (*Turning Ambitions into results* and *The Fair Way of Doing Things. Using Education Fairs to Recruit Students*) and at two iE&D Solutions workshops for the Barents Education Network and Utrecht University.

### **Trainer**

**Thijs van Vugt**, iE&D Solutions BV, The Netherlands

Thijs is co-owner and partner in iE&D Solutions BV, a Dutch consultancy firm for international education and development and is also a partner in a Dutch student recruitment agency, StudyWorld (Netherlands) BV. Thijs worked for Tilburg University for almost 15 years in various capacities, both at central and faculty level. He also worked for the ERASMUS Bureau in Brussels and for the Sheffield Hallam University in the UK.

Thijs has a Master's degree in International Economics from Tilburg University, The Netherlands and a Postgraduate Certificate in Public Management from Tias Business School, The Netherlands. Thijs is the founder and chair of the EAIE Professional Section Marketing and Recruitment (M&R). In 1991 Thijs was one of the founding fathers of the European Association for Leisure and Tourism Education (ATLAS) and has been an executive board member for almost five years. In May 2005 he was hired by CIRIUS for a training on international marketing and recruitment. He has been course leader and trainer of various courses for the EAIE.