

National branding & positioning from an institutional point of view

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The market for international education: recent developments

- Continued interest in international education – 2.7 million, plus forecasts...
- Promotion of internationalisation at all levels
- Rise in transnational education
- Increased competition – national campaigns from all over the world
- Bologna: impact now more visible

International education: what to watch?

- Increased level of inter-regional recruitment & mobility of students
- Bologna & Europe: seamless mobility or increased competition?
- Growth in high quality joint programmes
- Transnational education is here to stay
- Increasing expectations of students, particularly with tuition fees
- Demand for quality, but matched to ability

PMI: an institutional view

- Appreciation of recognition of the value of their work with international students
- Greater focus on the recruitment of students
- Actual support – immigration, work, scholarships & marketing information
- More professional view of educational marketing
- Increased visibility – clear communication campaign underwriting institutional efforts
- Concerns: balancing brands & interests of the individual institutions

PMI: institutional benefits

- Increased global interest in the UK
- Definite increase in student recruitment
- Lower rate of visa refusal for individual universities
- Greater access to scholarship schemes & therefore talented students for all institutions
- Greater range of impactful marketing activities
- Much improved access to market information for all institutions