

Marketing International Degree Programs: Building an Action Plan

HS 3: Donnerstag, 19.09.2019, 12:00 – 13:30 Uhr**HS 13: Freitag, 20.09.2019, 11.30 – 13.30 Uhr**

In this workshop, we'll go over the steps to build, refine, or troubleshoot a marketing plan for your institution's international degree program. This is a true workshop – not a lecture – where you'll engage with the presenter and fellow attendees in a highly interactive setting. Our approach will be holistic, taking your institutional goals, limitations, and current activities into account. You'll come away with very concrete actions you can take to improve the marketing of your program. Topics will include Branding and Messaging, Target Markets and Tactics, and Research – and at the end of the workshop you'll have a marketing plan template you can use to help organize your thoughts and build consensus at your institution!

The workshop will be held in English.