

Marketing Guide for Faculty

Fact:

Faculty members are the #1 recruiters for study abroad programs.

To further support your efforts, we have put together tips for faculty members about marketing study abroad program.

Remember: If directing a study abroad program for the first time, please keep in mind that successful programs require a considerable amount of time and effort spent marketing.

Tip 1: Print and Online Materials

***Program Approval** - Once your program has been approved, we can advertise it via our online application. This allows all students search and view details about your program.

***Attend the Study Abroad Fair** in October for a chance to market your program to the entire university. After this event, you can schedule individual information sessions.

Tip 2: Utilize Your Network

***Inform** academic advisors who work with your target student population about your program and provide them with flyers. Also, inquire about getting involved with student organizations or other events on-campus of target populations.

***Attend** special campus events, especially the study abroad fair and anything sponsored by your department or college, to promote your program.

Tip 3: Work With Students

***Maintain** a list (name, address, phone number, e-mail) of interested students, including anybody who has inquired by phone or in person. Follow up with them at a later date.

***Utilize** alumni of your program to talk about your program during tabling or classroom events. Encourage them to create videos that can be posted on the online brochure or used in general marketing events.

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Other Promotional Ideas

Hold at least two informational meetings for students to generate interest in your program. Meetings before breaks are especially effective so students can bring fresh information home to discuss with their family.

*Food from the host country, alumni of the program and photos are great tools to engage the students.

*When you hold informational meetings, email the details to CGE in advance so they can post it on their events calendar.

Consider a blog and/or podcast in addition to the study abroad online brochure. Unlike a website, this interactive content gives life to your program that static pages cannot.

Target specific student organizations that might benefit from your faculty-led study abroad program.

Create a promotional video with interviews from students who have participated in your program and use it through all your promotional venues. CGE will be happy to post the video on your online program page.

If you would like to attract students outside of your college, contact departments or professors to schedule a presentation. Consider targeting feeder courses, or large courses that all students go through.

Create bulletin boards or other displays about your program that are visible by your target student population.

Write articles for campus publications and local newspapers to build credibility for you and your program, and subsequently attract students.