

BU Marketing Plan for EU target markets 2015 to 2016

BU Target Countries: Bulgaria, Cyprus, Greece, Germany, Spain, Italy, Baltic Countries (Latvia, Lithuania, Estonia) and Finland

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EU Marketing plan provided by N Moyano Martin, A Thompson and R Sunderland

1. Overview

- The UK still remains the first choice destination for EU students to further their education, followed by main competitors Germany, France, Netherlands and Spain (British Council Report 2013/14).
- There were almost 12,800 students from the EU studying in the UK – a 40% increase from 2002. Number of EU students increased gradually from 2002 to 2011 but it declined between 2011 and 2013 by almost a quarter according to recent HEPCE reports. This was probably as a result of the increase in tuition fees in England and higher competition from EU counterparts. On the contrary, BU student numbers from the EU sector have continued to grow each year for the past 5 years particularly at UG level.
- Germany, Ireland, France, Greece, Italy, Cyprus and Spain (consecutively) still remain the most popular countries sending students to the UK, followed by Bulgaria and Romania whose student numbers in the UK have tripled in the past two years (HESA 2013/14). This is also well represented in our EU recruitment patterns as most of our EU students are from the above mentioned countries.
- The EU can be described proportionally as a 50% UG and 50% PG market (including PGR), with Northern and Eastern Europe being predominantly UG markets and the Southern and Western countries PG markets (HESA 2013/14). This may well be due to cultural factors.
- Western Europe is very much a student-led market (students in general are resourceful and tend to apply independently) whilst Southern and Eastern Europe are predominantly an Agent-led market. We have excellent relationships with well-established Education Agencies in Europe (ie. Bulgaria, Cyprus, Greece, Spain, Finland and The Baltics) which can help us with our EU recruitment.

- The British Council in-country provision has increased in recent years providing more support for EU recruitment. They now organise in-country fairs and activities in most of our priority countries (Bulgaria, Spain, Italy, Spain, Germany, Greece and Cyprus).
- There are more than 600 International schools in Europe and the UK is the most popular destination for this category to further their education. The Council of International Schools (CIS - a consortium of UK universities) organises exhibitions and education tours targeting mainly private and international schools in Europe.
- Although the Bologna Agreement was created to standardise higher education systems in Europe, the duration of the Master's programmes was a big debate among the states. Whilst most of the EU members opted for the 2-year Master's programmes, most of the UK universities continue to deliver their Master's degrees in 1 year. Although this may be seen as a competitive advantage over our EU counterparts, the big implication comes in terms of recognition of the UK 1-year Master programmes in Europe and as a result of the difference in the number of ECTS credits obtained in the two models. For instance, a UK 1-year Master's degree provides students with 90 ECTS credits, whilst a 2-years Master's programme usually provides 120 ETCS. The same problem applies at Bachelor's Degree; students can get a maximum of 180 ECTS credits in our UK Bachelors' degrees, whilst they can get 240 ECTS credits in most of the Bachelors' degrees from the EU countries.
- In recent years, competition for EU recruitment has been intensified considerably with more and better universities from both UK and EU investing heavily in country recruitment and marketing. There is a need for the University to invest greatly in these markets if we want to continue to maintain positive numbers from the EU.

2. Statistics and Targets

2.1 Students from the EU studying in UK HE (Full time NE+Cont.)

Year	Undergrad	Postgrad Taught	Postgrad Research	Total
2013/14	74200	34140	19470	127180
2012/13	74345	34695	18820	127860
2011/12	75825	37385	18515	131725
2010/11	71780	38590	18045	128415

Source: HESA data

2.2 Students from the EU studying at BU (Full time NE+Cont)

Year	Undergrad	Postgrad Taught	Postgrad Research	Total	Market Share
2014/15	562	164	43	769	-
2013/14	441	114	21	576	0.45%
2012/13	357	96	19	472	0.37%

Source: *For Tables 2.2 to 2.6, stats are from Academic Business Intelligence April 2015.*

Note: Stats include all fee regions – Home/EU and Overseas

2.3 Students from the EU studying at BU (Full time NE+Cont) corporate countries only

Corporate EU Market	2012/13 Total	2013/14 Total	2014/15 Total
Bulgaria	65	96	112
Cyprus	14	17	25
Estonia	23	26	26
Finland	26	23	37
Germany	44	49	49
Greece	23	20	23
Italy	40	55	72
Latvia	14	29	30
Lithuania	44	47	43
Spain	25	52	34
Grand Total (with % of BU EU total)	318 (67%)	414 (72%)	451 (58%)

2.4 Conversion rates (Sept + Jan combined)

UG conversion rates

	Applications	New enols	Conversion (%)
2014/15	656	132	20.12
2013/14	908	179	19.71
2012/13	723	146	20.19

PGT conversion rates

	Applications	New enols	Conversion (%)
2014/15	232	79	34.05
2013/14	366	107	29.23
2012/13	303	90	29.70

Source: BU Management Information

2.5 Representatives

Country	Representative	Enrolments			
		2011/12	2012/13	2013/14	2014/15
Bulgaria	EDLANTA, Education Abroad	7	7	22	45
	Sky Lines Studies, Sofia	4	0	4	3
Cyprus	Acadia Educational Services	0	1	0	4
	TCS Educational Consultants	0	1	1	1
	Libem Education Group	0	0	1	0
	Savvides Institute	1	1	4	3
Greece	CES	0	1	0	0
Estonia	Baltic Council for International Education	0	0	3	0
	Bellnor	3	6	1	5
Finland	Kilroy Finland	7	7	7	14
Latvia	Baltic Council	0	0	0	1
	Linkturs Ltd Educational Centre	0	2	11	5
Lithuania	Kalba Lt	0	0	3	3
Spain	IEC Lynk	N/A	N/A	N/A	2
TOTAL:		22	26	57	86

2.6 Corporate EU Targets - University-wide: New entrants (Sept + Jan entry)

Year	Undergrad		Postgrad Taught		Postgrad Research		Total		% target exceeded or missed
	Target	Actual	Target	Actual	Target	Actual	Target	Actual	
2017/18									
2016/17	153		86		6		245		
2015/16	146		82		5		233		
2014/15	139	126	78	85	4	3	221	214	-3%
2013/14	xx	132	xx	74	xx	3	xx	207	N/A

2.7 Breakdown by School/Academic Department of Data on Newly Enrolled Students (Sept + Jan combined), all EU enrolments

Academic area	Undergraduate			Postgraduate Taught			Postgraduate Research		
	2012-13	2013-14	2014-15	2012-13	2013-14	2014-15	2012-13	2013-14	2014-15
AS	7	9	11	11	13	15	0	3	1
BS	23	31	40	9	11	25	1	1	1
DEC	13	24	35	4	6	6	1	1	2
HSC	2	4	17	1	0	5	0	0	0
Law	5	6	3	3	1	8	0	0	1
MS	58	49	66	40	49	47	2	1	6
ST	32	55	49	16	27	39	0	1	1
Totals	140	178	221	84	107	145	4	7	12

Source: BU Management Information

2.8 Top 10 recruiters of EU students in the UK 2013/14 (new and continuation)

University	UG	PGT	PGR	Total
University College London	1460	1170	895	3525
The University of Edinburgh	1845	790	710	3345
King's College London	1400	975	675	3050
The University of Glasgow	2190	435	345	2970
Imperial College of Science, Technology and Medicine	1100	800	940	2840
The University of Cambridge	985	355	1495	2835
The University of Oxford	695	705	1240	2640
The University of Manchester	1405	425	525	2355
The University of Aberdeen	1815	280	240	2340
The City University	940	1245	150	2335
...				
Bournemouth University (57)	665	195	40	900

Source: HESA 2012/13

3. Marketing Activities (Planned)

3.1 Key messages

- BU high ranking in Media and Tourism and only NCCA in the UK.
- Indefinite Academic Scholarships available for EU students at UG and PG level.
- High Graduate Employment Rate with strong links with the industry.
- Modern and innovative University with emphasis on professional education.
- Work placement opportunities in all our UG courses and also available in our BS, ST and some MS Postgraduate course.
- International and welcoming community.
- Great location – with excellent transport links to London and other major cities and own International Airport.
- Affordable and safe place to live with one of the best climates in the UK, plenty of entertainment and 12 km of sandy beaches.
- Guaranteed accommodation.
- Recent major investments in our Campuses - ie. creation of new buildings and better student facilities.

3.2 Advertising and Public Relations

Timing	Event/Activity	Support required (e.g. Marcomms, PR)
All Year	<ul style="list-style-type: none">• Fair guides, country specific flyer, online marketing	<ul style="list-style-type: none">• IMSRT Comms Officer
Aug 15	<ul style="list-style-type: none">• BU promotion in Mastermania.com and Gradomania.com webpages	<ul style="list-style-type: none">• IMSRT Comms Officer

3.3 External Contacts and Relationship Building

- Continue to work closely with our EU agents and support them in their marketing activities to enhance student recruitment.
- Continue to work closely with the BC in the EU markets. They are a good source for market information, partnership collaboration and promotion.
- Building relationships with local Schools and other education providers from target markets.
- Work closely with the BU Schools to develop more Erasmus and Staff/Student Exchange programmes in EU target markets.

3.4 Alumni activities

- To develop our Alumni network in Greece via:
 - organising an annual Alumni Reception in Istanbul inviting offer holders to join the event too
 - keeping updated our Alumni of any in-country visits and activities and encouraging them to participate when possible

3.5 International Team-led Activities in the Market

Country	Timing (mm/yy)	Event/Activity	Who involved	Faculty (FoM, FST, HSS, FMC, all)
Bulgaria	25th -30th Sep 2015	EFF Fair + Agent Visit	NMM	All
	March/April 2016	Conversion Trip- BU Presentations and Student Sessions (2 cities)	NMM + Student	all
	Ongoing	Freighting costs	N/A	N/A
Cyprus	9th to 13th Oct 2015	TCS Fair in support to the agent	TBC (need someone to cover this for me)	all
	Nov 2015	BC Fair + Savvides Fair in Pafhos	NMM	all
	Ongoing	Freighting costs	N/A	N/A
Finland	11 th Sep 2015	Visit to Kannaksen Lukio – IB high school	AT	All
	12 th Sep 2015	Kilroy Live Helsinki	AT	All
	Apr 2016	Kilroy Education UK Focus event	AT	All
Germany	Oct 24-26	QS Fair and International School visits in Frankfurt and Cologne.	AT	All (PG)
	November	BC Fair TBC Munich, Frankfurt, Cologne and Berlin	LF	All (UG)
	On-going	Freighting costs	LF	All
Greece	Oct-15	QS Fair in Athens	LF	All
	Nov-15	BC Fair + Agent visit	NMM	all
	March/April 2016	QS Fair (2 cities)+ Agents Visit + Alumni Event	NMM	all
	Ongoing	Freighting costs	NMM	all
Italy	12th Oct 2015	QS Fair- PG Fair - School Visits (TBC)	AT (TBC)	all
	Nov-15	BC Fair Rome	NMM	all
	Feb-16	BC Fair Milan + School Visits (TBC)	NMM	all
	Ongoing	Freighting costs	N/A	N/A
Spain	19th-30th Oct 2015	BC Fair (2 cities) + UDay Intl School Tour (4 cities)	NMM	all
	Feb-16	Intl. School Tour Fair (TBC)	NMM	all
	March/April 2017	QS Fair (BCN) + School Visits + Uni San Jorge Visit (Zaragoza)	NMM	all
	Ongoing	Freighting costs	NMM	all

The Baltics	Oct-15	Baltic Council Fairs/Visits	RM	N/A
	Oct-15	Freighting costs	RM	N/A
	Mar-16	Baltic Council Visit	RM	N/A

4 Strategic Partnerships and Collaboration

4.1 Consortium approaches

- None at present. The possibility of joining the Council of International Schools (CIS) and taking part in the CIS recruitment tour is currently being investigated, but is unlikely to take place until at least 2016/17.

4.2 Kaplan related activities (including trips and advertising) - N/A

Enrolments				
	PSEUSP	Pathways	Total (enrols)	% of all NE
	Enrols	Enrols		
2014/15	1	6	7	0.9%
2013/14	0	1	1	0.17%

4.3 Partnerships

Current Strategic partnerships				
Partner Name	Academic Area	Partner (model)	Enrolment – (Apps)	Interaction (what are we doing with that partner in 2015-16 to support them)
<i>Please see Appendix 1</i>				

Additional Strategic partnerships (potential)			
Partner Name	Academic Area	Partner (model)	Projected enrolment/interaction
Fachhochschule St Polten - Austria	Business & Media (under discussion)	Erasmus, staff Exchange	4
St Jorge University-Spain	Business & Finance	Formal recognition 3+1 leading to top up	4
CEU University St Pablo- Spain	Media	Erasmus/ staff Exchange	2

5 Key Academic Areas and Proposed Engagement in the Market

5.1 The most popular programmes nationally for this market are:

- Business & Management
- Politics
- Computer science
- Psychology
- Design
- Economics
- Law

Source: HESA 2013/14

5.2 The most popular courses at BU are:

- BA (Hons) Business Studies
- BA (Hons) Accounting and Finance
- BA(Hons) Tourism Management
- BSc (Hons) Psychology
- BA (Hons) Computer Visualisation and Animation
- BA (Hons) International Hospitality Management
- BA (Hons) Events Management
- MSc International Hospitality and Tourism Management
- MA Advertising and Marketing Communications
- MA Digital Effects
- MSc Tourism Management and Marketing

Source: Olikview

5.3 Potential in the Market for the University's Academic Schools

Academic School	Fdn Potential	UG Potential	PGT Potential	PGR Potential	Articulation Potential	Collab Potential	Study Abroad/ Exchange	Visits by Academics Recommended (include possible times of year)
AS	N/A	7	8	1				
BS	N/A	29	10	1				
DEC	N/A	21	5	1				
HSC	N/A	3	1	0				
Law	N/A	4	1	0				
MS	N/A	36	33	1				
ST	N/A	46	24	1				

Appendix 1: Erasmus agreements (active) in corporate EU markets

Country	University	School	Status
Finland	HAAGA-HELIA University of Applied Sciences	ST	Current
	JAMK University of Applied Sciences	ST	Current
	Savonia University of Applied Sciences	ST	Current
Germany	Coburg University of Applied Sciences	BS	Current
	Deutsche Sporthochschule Koln	ST	Current
	Hochschule Bremen	HSC	Current
	Hochschule Emden-Leer	HSC	Current
	Hochschule Harz	ST	Current
	Karlshochschule International University	ST	Current
	Katholische Hochschule Freiburg	HSC	Current
	SRH University Heidelberg	ST	Current
	Technische Universität Bergakademie Freiberg	BS	Current
	Universität Leipzig	MS	Current
	University of Applied Sciences Jena	HSC	Current
	University of Applied Sciences Würzburg-Schweinfurt	DEC	Current
Italy	University of Vechta	HSC	Current
	Università degli Studi di Roma Tor Vergata	BS	Current
	Università do Venezia	ST	Current
	University Degli Studi Di Pisa	BS	Current
	University of Perugia	BS	Current
Spain	Università di Bologna	ST	In development
	La Salle- Universitat Ramon Llull	DEC	Current
	Universidad De Oviedo	DEC	Current
	Universidad Rey Juan Carlos	MS	Current
		ST	Current
		BS	Current
	Universidad San Jorge, Grupo San Velero	BS	Current
Universitat Autonoma de Barcelona	ST	Current	