

BU Marketing Plan for Middle East market 2015 to 2016

BU Target Countries: Saudi Arabia, Qatar, Egypt and Jordan*

*No budget provided

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1. Overview

Regional

- Many students from the region have the benefit of being able to study overseas at approved institutions under a range of scholarships issued by the Saudi MOHE, Qatar Foundation, Qatar Petroleum and the Higher Education Institute amongst others.
- Sponsored students can only study in institutions and subjects approved by these funding bodies, all of whom use different methods to create their approved lists. Removal from these lists can happen at any time and for reasons beyond the control of the HEI.
- There are large foreign worker communities in the region who represent another potential target market for visiting HEI's.
- There is huge potential for collaboration between local and international higher education organisations; such cooperation is largely designed to meet local goals of achieving international standards in education. As such, funding is often provided by the state and competition for contracts is high.
- Barriers to recruitment at UG level include the lack of an Engineering foundation pathway.

Egypt

- A new market for BU but one in which Kaplan are particularly strong meaning that initial growth could be easiest achieved at Foundation level.
- Egyptian students may be tempted to pursue an overseas education owing to the poor quality of domestic provision, overcrowding and oversubscription, particularly in popular programmes, low industry relevance and recognition of qualifications and on-going security concerns.
- The number of students heading overseas almost doubled over 1999–2010, although it remains small compared to the size of the student-age population, highlighting the prohibitive cost of education overseas. In addition, female students are underrepresented in enrolments, suggesting that women may face barriers to overseas study.
- Top 5 subjects (UG and PG) are Business, Management, Mechanical Engineering, Medicine and Computer Science.

Jordan

- A new market for BU, the number of students heading overseas has increased only nominally in recent years, from around 9,000 in 2002 to 10,922 in 2013. Interest in international programmes may be hampered by low disposable income and students are able to opt instead for national or TNE programmes in Jordan.
- As competition for places at Jordan's universities and in the workplace increases, Jordanians may look increasingly to overseas study.
- Top 5 subjects (UG and PG) are Business, Management, Civil Engineering, Law and Computer Science.

Qatar

- With Qatar looking to position itself as a centre for sport and tourism using the World Cup 2022 as its focus, there is expected to be a surge in demand for courses in which BU are strong. Tourism, Hospitality, Sport Management, PR, Advertising and Journalism should benefit as Qatari nationals seek to fill the knowledge gap needed in these areas.
- Although the number of students heading overseas has remained fairly steady in recent years as TNE provision in the region has increased, international study may increase in popularity as the young population of Qatar graduates from secondary school and education attainment improves as more Qataris receive private education. In addition, disposable incomes in Qatar are rising and the need for industry-relevant qualifications in English is increasing.
- Top 5 subjects (UG and PG) are Business, Mechanical Engineering, Electrical Engineering, English Studies and Chemical Engineering.

Saudi Arabia

- Overseas study has long been encouraged and supported for Saudi students through the King Abdullah Scholarship Programme, which provides funding for overseas study at all tertiary levels in specific subject areas (mainly the STEM fields and medicine).
- Scholarship recipients are allowed to take family members with them and female students must be accompanied by a male guardian. The limitations of the scholarship programme mean that many Saudis overseas are still self-funded. Although many within the Saudi government oppose the 'Westernisation' of young Saudis through international study, the country has a long history of its elite being educated in the West – a potential motivating factor for Saudi youth and their families.
- Top 5 subjects (UG and PG) are Business, Computer Science, Management, Electrical Engineering and Mechanical Engineering.

2. Statistics and Targets

2.1 Students from Middle East target countries studying in UK HE (Full time NE+Cont.)

Egypt

Year	Undergrad	Postgrad Taught	Postgrad Research	Total
2013/14	495	385	305	1180
2012/13	325	345	315	990
2011/12	285	315	330	925
2010/11	240	295	340	875

Jordan

Year	Undergrad	Postgrad Taught	Postgrad Research	Total
2013/14	620	415	300	1335
2012/13	580	365	300	1245
2011/12	470	440	280	1190
2010/11	495	425	315	1240

Qatar

Year	Undergrad	Postgrad Taught	Postgrad Research	Total
2013/14	1320	200	55	1575
2012/13	1035	150	50	1235
2011/12	915	125	45	1085
2010/11	805	125	45	975

S.Arabia

Year	Undergrad	Postgrad Taught	Postgrad Research	Total
2013/14	3660	2365	2270	8175
2012/13	4155	2055	2235	8675
2011/12	4205	2440	2095	8970
2010/11	3740	3545	1070	9420

Source: HESA data

2.2 Students from Middle East* studying at BU (Full time NE+Cont)

Year	Undergrad	Postgrad Taught	Postgrad Research	Total	Market Share
2014/15	12	17	14	43	N/A
2013/14	15	12	5	32	0.26%
2012/13	6	16	6	28	0.23%

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

*For the purposes of these tables Middle East is defined as the four BU target markets

2.3 Students from Middle East (breakdown) studying at BU (Full time NE+Cont)

Country	2012/13 Total	2013/14 Total	2014/15 Total
Egypt	1	1	9
Jordan	2	2	9
Qatar	2	10	11
Saudi Arabia	23	19	14
Total	28	32	43

2.4 Conversion rates (Sept + Jan combined) Middle East students

UG conversion rates

	Applications	New enrolls	Conversion (%)
2014/15	79	7	8.86%
2013/14	74	12	16.21%
2012/13	38	2	5.2%

PGT conversion rates

	Applications	New enrolls	Conversion (%)
2014/15	155	13	8.38%
2013/14	163	9	5.52%
2012/13	150	14	9.33%

Source: BU Management Information

2.4 Corporate 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	15		30		10		55		
2016/17	10		25		8		43		

*As one of these markets is new to BU and subject to change previous targets/totals are not available

2.5 Breakdown by School/Academic Department of Data on Newly Enrolled Students (Sept + Jan combined) from Middle East

School	Undergraduate			Postgraduate Taught			Postgraduate Research		
	2012-13	2013-14	2014-15	2012-13	2013-14	2014-15	2012-13	2013-14	2014-15
AS	0	0	0	0	0	0	0	0	nk
BS	2	8	5	3	4	7	1	0	nk
DEC	0	4	0	10	4	4	2	0	nk
HSC	0	0	0	0	0	0	0	0	nk
MS	0	0	2	1	1	2	0	0	nk
ST	0	0	0	0	0	0	0	0	nk
Combined*	0	0	0	0	0	0	0	0	nk
Totals	2	12	7	14	9	13	3	0	NK

*Combined- BA Marketing between Business School and Media school

2.6 Top 10 recruiters of Middle East students in the UK 2013/14 (Full time NE+Cont)

University	UG	PGT	PGR	Total
The University of Manchester	145	95	200	440
The University of Leeds	180	55	175	410
Coventry University	255	100	15	370
The University of Salford	135	105	95	335
The University of Wolverhampton	160	160	10	330
Cardiff University	130	120	80	330
University of Bedfordshire	185	85	30	300
The University of Nottingham	80	60	150	290
The University of Birmingham	75	95	115	285
Brunel University London	70	70	145	285
Bournemouth University (86)				
Bournemouth University (86)	20	10	15	45

Source: HESA 2013/14

3. Marketing Activities (Planned)

3.1 Key messages

- Approved by major sponsoring bodies; Saudi MOHE, Qatar SEC, Qatar Foundation, RasGas, Qatar Petroleum, Qatar Airways, Saudi Aramco etc
- BU high ranking in Media and Tourism and only NCCA in the UK.
- High Graduate Employment Rate with strong links with industry.
- Premier League football destination.
- 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 (Egypt specific message).
- 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)
March 2016	BU / BUIC print advert in emerging 'non-travel market' (either Tunisia or Morocco)	N/A Ad designed and placed in partnership with Kaplan
August 2015	BUIC Arabic materials	Translation

3.3 External Contacts and Relationship Building

- Continue to work closely with our Middle-East based and UK based Middle-East focussed agents and support them in their marketing activities to enhance student recruitment.
- Continue to work closely with the Kaplan Regional Team in the market. They are a good source for market information, recruitment collaboration and promotion.
- Building relationships with local Schools and other education providers from target markets.
- Build on relationships with relevant government ministries and other providers of sponsored students from the region

3.4 Alumni activities

- None planned

3.5 International Team-led Activities in the Market

Timing	Event/Activity	Who involved
October 2015	Qatar – QICF Exhibition + partner and agent visits	RM
November 2015	Saudi Arabia – Schools + agent visit + interview sessions	RM
November 2015	Egypt – Global Vision Exhibition + Mousez interview session	RM
April 2016	Saudi Arabia – IECHE (inc ABP College Fair in Doha)	RM + IAT
Ongoing	Freighting costs	

4 Strategic Partnerships and Collaboration

4.1 Consortium approaches

- None at present.

4.2 Kaplan related activities (including trips and advertising)

Timing	Event/Activity	Who involved
October 2015	Qatar – stand sharing a QICF Exhibition	RM
November 2015	Saudi Arabia – Joint trip to Schools + agent visit + interview sessions	RM
November 2015	Egypt – stand sharing at Global Vision Exhibition + Mousez interview session	RM
April 2016	Saudi Arabia – stand sharing at IECHE	RM + IAT
TBC	Morocco/Tunisia – Joint trip	RM

Enrolments				
	PSEUSP	Pathways	Total (enrols)	% of all NE
	Enrols	Enrols		
2014/15	6	11	17	39.53%
2013/14	2	6	8	25%

4.3 Partnerships

Current Strategic partnerships				
Partner Name	Academic Area	Partner (model)	Enrolment – (Apps)	Interaction
College of the North Atlantic, Qatar (CNAQ)	Business/Finance	Recognition with advanced standing	TBC	1 visits / college fair Bespoke marketing materials online and offline

Additional Strategic partnerships (potential)			
Partner Name	Academic Area	Partner (model)	Projected enrolment/interaction
College of the North Atlantic, Qatar (CNAQ)	Expand current offering to include IT	Recognition with advanced standing	2 2 visits / college fair Bespoke marketing materials online and offline
Academic Bridge Program	Cross portfolio	Recognition without advanced standing	4 2 visits / college fair. Bespoke marketing materials online and offline
Community College Qatar (CCQ)	Business/Finance	Recognition with advanced standing	

5 Key Academic Areas and Proposed Engagement in the Market

5.1 The most popular programmes nationally for this market are:

Business Studies
 Engineering
 Computer Science
 Subjects allied to medicine
 Languages
 Medicine & dentistry

Source: HESA 2013/14

5.2 The most popular courses at BU are:

PHD (Full-time)
 MSc Management Framework
 MSc Engineering Project Management
 MSc Computing Framework
 BSc (Hons) Computing Framework
 BSc (Hons) Business Studies
 BSc (Hons) Accounting Framework

Source: Qlikview

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	No	No	No	Yes	No	No	No	
BS	Yes	Yes	Yes	Yes	Yes	Yes	No	
DEC	Yes	No	Yes	Yes	Yes	Yes	No	April (PhD student)
HSC	No	No	Yes	Yes	No	No	No	
Law	Yes	No	Yes	Yes	No	No	No	
MS	Yes	No	Yes	Yes	No	Yes	No	
ST	No	No	Yes	Yes	No	Yes	No	