



South Korea Country Strategy 2015 to 2016

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1. Overview

- The UK is popular due to its language, culture, history and easy access to Europe for travel purposes. Bournemouth, in particular, is a safe town with a thriving international community. It boasts a quick and easy commute to London whilst being a financially more economical area to live in than most larger cities.
- There is a culture of paying for education in Korea from pre-school to university level. Approximately 80% of Koreans pay fees for their university education. The cost difference between home and overseas fees for Koreans is lower than for almost all other countries. Although the cost of UK education is considered high by Koreans compared with other countries of the world, it appears not to be the central factor in a decision to study here. University ranking amongst various league tables has the largest influence. Many families are prepared to meet the additional living costs of an overseas education to obtain what they feel is a superior education, recognised world-wide and held in high esteem. Also, many Korean postgraduate students at Korean Universities are employed as teaching or research assistants to help fund their studies. Therefore, students look for this when applying for courses in the UK. Most students attend private universities and pay around 70% of the cost of their courses, while those in national and public universities and colleges pay 40% of the cost.
- Approximately 65% of Korean professors have studied in the US (12% in Japan, 6% in Germany) and tend to encourage students to follow the same route. US institutions send academic staff to Korea on faculty exchange, which has helped raise the profile of US universities among Korean students.
- Generally there is a low standard of English in Korea, opportunity to recruit to BUIC courses prior to enrolling at BU.
- Changes to post-study work visa requirements have had a negative effect on the Korean market. Many students wish to gain work experience after their studies before returning to Korea and have perceived the changes as making this more difficult to do. BU courses that offer placement options should be widely advertised.
- Korea is not a booming or quick-moving market; changes will take time and investment but the potential is great. There is a negative perception of UK institutions as having slow turnaround times and being interested in short-term recruitment rather than long-term collaboration. Schools within BU need to get more involved in strategic partnerships.
- Alumni play an important role in recruitment and partnerships and therefore it is essential to engage with Alumni. Build this relationship from pre-enrolment & focus on supporting the Korean student society at BU to maintain relationship after graduation. BU has a handful of in-country alumni that enjoy supporting and assisting at events.
- If the low birth rate continues, there will be a drop of three million in the school age population by 2020. Korea has a very low birth rate of 0.8% (2013 est.) and is experiencing

the fastest rate of ageing in the world. Korea has one of the highest proportions of young people going into tertiary education in the world. 72.5% of students progressed onto college or university in 2011 (83.8% peak in 2008).

- Koreans have a reputation of demanding quick decisions and they are not prepared to wait, choosing another University instead. Therefore quick turnaround times are very important when dealing with applications/enquiries.
- Korea is at the leading edge of the digital revolution. It has the highest level of broadband internet connectivity in the world. Over 95 per cent of households have broadband Internet access at home and most of these connections are high-speed. Koreans prefer reading or watching blogs, forums and videos rather than creating content themselves. NAVER is the largest search engine in Korea with over 70% market share. Cyworld is the most popular social networking site with 25 million subscribers. Twitter is emerging as an influential social networking channel with over 2 million subscribers. Facebook is not the social media of choice for Koreans and is used mainly by students that have already spent time abroad to keep in touch with the network they built whilst away.

2012-13 HESA Data

- A total of 5,270 Korean students enrolled in the UK education system in 2012/13, 2,370 (45%) are studying on foundation degree programmes, 1,527 (29%) are on postgraduate taught programmes, 710 (13%) are on postgraduate research programmes and 670 (13%) are on other undergraduate programmes. Most enquirers for Bournemouth are interested in postgraduate taught programmes.
- The top 5 most popular subjects for Korean students studying at undergraduate level in the UK are creative arts & design (28.48%), business & administrative studies (24.89%), social studies (11.18%), engineering & technology (5.90%) and biological sciences (5.48%). Koreans are interested in a wider range of subjects than international students from many other countries.
- The top 5 most popular postgraduate taught subjects for Korean students studying in the UK are creative arts & design (28.61%); business & administrative studies (23.02%); social studies (15.13%), education (6.57%), and engineering & technology (4.93%). Koreans show interest in a wide range of subjects at postgraduate level as well as at undergraduate level.
- The top 5 most popular postgraduate research subjects for Korean students studying in the UK are social studies (20.42%), engineering & technology (11.26%), business & administrative studies (10.56%), historical & philosophical studies (10.56%) and creative arts & design (9.85%) which has seen a drop of 5% from 2011/12.

2. Statistics and Targets

2.1 Students from South Korea studying in UK HE (Full time NE+Cont.)

Year	Undergrad	Postgrad Taught	Postgrad Research	Total
2013/14	2575	1460	735	4770
2012/13	2370	1520	710	4600
2011/12	2175	1445	505	4265
2010/11	2005	1205	460	3480

Source: HESA data

2.2 Students from South Korea studying at BU (Full time NE+Cont.)

Year	Undergrad	Postgrad Taught	Postgrad Research	Total	Market Share
2014/15	9	14	-	23	
2013/14	12	19	0	31	0.65%
2012/13	10	10	0	20	0.4%

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 Conversion rates (Sept + Jan combined)

UG conversion rates

	Applications	New enrols	Conversion (%)
2014/15	36	3	8.33
2013/14	35	7	20
2012/13	20	3	15

PGT conversion rates

	Applications	New enrols	Conversion (%)
2014/15	23	7	30.43
2013/14	31	14	45.16
2012/13	29	10	34.48

2.4 Agents

Agency	Enrolments			
	2011/12	2012/13	2013/14	2014/15
UKEN	1	2	5	2
UKEO	7	5	2	1
IEA Edu Net				
LetsGoUK				
TOTAL:	8	7	7	3

2.5 Targets - University-wide: New entrants (Sept + Jan combined)

Year	Undergrad		Postgrad Taught		Postgrad Research		Total		% target exceeded or missed
	Target	Actual	Target	Actual	Target	Actual	Target	Actual	
2017/18									
2016/17	10		18		1		29		
2015/16	9		16		1		26		
2014/15	XX	3	XX	7	XX	-	XX	10	
2013/14	XX	7	XX	14	XX	0	XX	21	N/A

2.6 Breakdown by School/Academic Department of Data on Newly Enrolled Students (Sept + Jan combined)

School	UG 2012/ 13	UG 2013/ 14	UG 2014/15	PGT 2012/ 13	PGT 2013/ 14	PGT 2014/15	PGR 2012/ 13	PGR 2013/ 14	PGR 2014/15
Applied Science	0	0	0	0	0	0	0	0	0
Business School	0	4	1	4	3	1	0	0	0
DEC	1	0	0	0	0	0	0	0	0
HSC	0	0	0	0	0	0	0	0	0
Media School	1	1	1	0	1	1	0	0	0
Law	0	0	0	0	0	0	0	0	0
School of Tourism	1	2	0	5	10	5	0	0	0
Combined*	0	0	1	0	0	0	0	0	0
Totals	2	6	3	9	14	7	0	0	0

Note: The Law subjects stats are **included** in the total BS stats

*Combined- BA Marketing between Business School and Media school

Source: I:\M&C\Private\International Marketing & Student Recruitment\International Recruitment Strategy\Country plans 2014\Templates and data

Note: The Law subjects stats are included in the total BS stats.

2.7 Top 10 recruiters in the UK 2013/14

University	Other Undergrad	First Degree	Postgrad Taught	Postgrad Research	Total
University of the Arts, London	70	470	95	0	640
The University of Manchester	25	205	25	10	265
University College London	5	120	65	30	220
Goldsmiths College	20	95	50	10	175
The City University	10	50	70	0	130
London School of Economics and Political Science	5	45	70	5	125
The University of Oxford	15	50	25	40	125
King's College London	20	65	20	15	120
The University of Sheffield	0	65	35	20	120
Royal College of Art	0	0	105	10	115
Bournemouth University (38)	0	15	20	0	35

Source: HESA 2013/14

3. Marketing Activities (Planned)

3.1 Key messages

- Koreans are very brand conscious and place a great deal of importance on rankings.
- Culture is very important to Korean students. Emphasise quick, cheap and easy transport links with Winchester, the ancient capital, famous for its culture and history. Other places of interest include The New Forest, Poole Harbour, the Isle of Wight, Stonehenge, Studland and Christchurch.
- The University is close to London and it is easy to travel to European cities from Bournemouth Airport.
- Bournemouth is a very safe city to live in, with many international visitors.
- Bournemouth has strong connections with industry and provides ample career support/guidance.

- The UK offers one year Master's programmes.
- The University offers ample English language support through its Pre-Sessional English language courses and the various Language support on offer within BU's faculties.
- Bournemouth has a commitment to ensuring student satisfaction and demonstrates this through regular in-country RM visits, an efficient admissions process, quick and regular transport between each campus with a free bus card given to each student that opts to stay in BU accommodation, Ask BU, student services, and its relationship with alumni.
- Partnership with BUIC and the progression opportunities

3.2 Advertising and Public Relations

Timing	Event/Activity	Support required (e.g. Marcomms, PR)
On-going	<ul style="list-style-type: none"> • On-line advertising OR Alumni payment for management and assistance with a Korean blog. Written in Korean by a current student, managed by an alumni that held a successful blog for the 3 years that she studied at BU – written in Korean on the most popular Korean blog website. 	Alumni assistance / Agent assistance / BU Design Team / International Recruitment Communications Officer
On-going	<ul style="list-style-type: none"> • Two full pages in The Study in the UK Magazine the 4th edition by UKEN (5,000 copies printed) 	International Recruitment Communications Officer / BU Design team /
On-going	<ul style="list-style-type: none"> • Branded USBs To be given to prospective students at events loaded with PG & UG Prospectus, International Student Guide and x2 Korean student blogs. BU info to be fixed to USB (unable to delete) & extra storage space so it is a functioning USB. 	
On-going	<ul style="list-style-type: none"> • Personalised corporate gifts 	

3.3 External Contacts and Relationship Building

- It is estimated that two thirds of Korean students looking to study overseas use Agents and therefore close relationships must be developed with Agents.
- Encourage academics to participate in faculty exchange programmes and/or teach at one of the many unique summer programmes offered by our Korean partner universities. This is a great way to have a unique cultural experience while establishing direct links with faculty/students and raising the profile of the University.
- Build and maintain links with the Korean Student Society on campus.
- Continue to work closely with the Korean Alumni Society. A longer term goal is on Alumni returning to their Universities to give presentations to build networks with current students. Encourage recent graduates to join the Korean Alumni Society. Find out more about alumni, particularly their current working status. Build a database of statements from alumni in written and video form.
- Establish links with International High Schools and Special Purpose High Schools in Korea. Deliver presentations to students to promote direct recruitment.
- A party for Korean students close to graduation should be held at the end of the year with RM and Academics in attendance in order to build alumni relations. This could be organised by the Korean Students Society with financial assistance from M&C.
- Korean students represent one of the largest groups studying English in the UK. Work closely with Andy Thompson, Regional Manager – UK International Office, to identify key UK schools with the greatest population of Korean students.
- There is very little Government funding but this should be monitored in case it changes in the future.

- Internships are popular with Korean students. Keep up to date with internships and work placement activities on offer at BU.
- Joint activity with Kaplan.

3.4 Alumni activities

Actively building personal links with key alumni and engage them in recruitment effort.

3.5 International Team-led Activities in the Market

Timing	Event/Activity	Who involved
October 2015	<ul style="list-style-type: none"> • UKEN Education Fair Build relationships and support key agents (UKEN) Generate interest for Sep 2016 entry Generate applications for Jan 2016 entry Raise profile of BU • Visits to key agents Build relationship with key agents Deliver agent training Generate interest for Sep 2016 entry Generate applications for Jan 2016 entry • Alumni event Build relationship with alumni Assist alumni to expand and maintain their in-country contact. Identify new alumni skillsets, eg. blogging, exhibition support, industry contacts. • Independent 'English School' meeting Introduce RM to Alumni's business partners Discuss how best to work together and what BU can offer. • In-country 'Naver' training (Naver is the social media platform of choice for South Koreans) Set up account for RM RM to receive training from alumni 	<ul style="list-style-type: none"> • RM / Alumni x2 • RM only • RM / Alumni x5 (for assistance in event logistics) • RM / Alumni x1 / Alumni contacts • RM / Alumni x1
March 2016	<ul style="list-style-type: none"> • RM & Alumni visit to Busan Alumni to introduce RM to X6 other BU alumni in business in Busan • UKEN Education Fair Build relationships and support key agents (UKEN) Generate applications for Sep 2016 entry Generate interest for Jan 2017 entry Raise profile of BU • Applicant and Alumni Reception Conversion event for existing offer holders • Kaplan agent training • Open alumni event (large scale) Show appreciation to alumni 	<ul style="list-style-type: none"> • RM / Alumni x2 • RM / Alumni x4 • RM / Alumni x6 (x1 alumni from each PG subject area and x1 UG) • RM / Alumni x5 (for

	<p>Maintain relationship with existing alumni contacts Build relationship with new alumni Assist alumni to expand and maintain their in-country contact. Identify new alumni skillsets, eg. blogging, exhibition support, industry contacts.</p> <ul style="list-style-type: none"> • Visits to key agents Interview new applicants Convert existing offer holders Build relationships with key agents 	<p>assistance in event logistics)</p> <ul style="list-style-type: none"> • RM only
On-going	<ul style="list-style-type: none"> • Q&A sessions for new applicants To be held throughout the year as required, by alumni. • Q&A session training To be delivered informally to alumni by RM to keep alumni in the loop with new developments at BU 	<ul style="list-style-type: none"> • Alumni / Marketing Communications Officer

4 Strategic Partnerships and Collaboration

4.1 Consortium approaches

- None.

4.2 Kaplan related activities (including trips and advertising)

Timing	Event/Activity	Who involved
October 2015	<ul style="list-style-type: none"> • Emily Yoon (Kaplan Korea) to assist BU at UKEN Education Fair • In-country training and interviews at Kaplan office • Joint agent training 	<ul style="list-style-type: none"> • ZL
March 2016	<ul style="list-style-type: none"> • Emily Yoon (Kaplan Korea) to assist BU at UKEN Education Fair • In-country training and interviews at Kaplan office • Joint agent training 	ZL

Enrolments				
	PSEUSP Enrols	Pathways Enrols	Total (enrols)	% of all NE
2014/15	1	9	10	100%
2013/14	1	6	7	35%

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)
Sejong University MOU Archived (Created 26/11/2012)	School of Tourism,	Research / Staff Exchange (Richard Shipway)	Eg. 15(45)	

Additional Strategic partnerships (potential)			
Partner Name	Academic Area	Partner (model)	Projected enrolment/interaction
None			

5 Key Academic Areas and Proposed Engagement in the Market

5.1 The most popular programmes nationally for this market are:

Subject area*	Korea (South) 2013/14
Total	5270
Creative arts & design	1275
Business & administrative studies	1080
Social studies	685
Engineering & technology	310
Languages	280
Biological sciences	205
Historical and philosophical studies	195
Education	190
Architecture, building & planning	180
Combined	155
Mathematical sciences	125
Mass communications and documentation	125
Physical sciences	115
Law	105
Subjects allied to medicine	80
Medicine & dentistry	70
Computer science	70
Agriculture & related subjects	20

Source: HESA Student Record 2013/14

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5.2 The most popular courses at BU are:

School	Course	Students Enrolled 2013/14
School of Tourism	MSc Events Management	3
School of Tourism	MSc Tourism Management and Marketing	3
Business School	BA (HONS) Business and Management	2
Business School	BA (HONS) Business Studies	2
Business School	MSc Management Framework	2
Media School	BA (HONS) Television Production	1
Business School	MA/MSc Finance Framework	1
School of Tourism	MSc Sport Management	1
School of Tourism	MSc International Hospitality and Tourism Management	1
School of Tourism	BA (HONS) International Hospitality Management	1

Source: QlikView

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

Academic areas	Fdn Potential	UG Potential	PGT Potential	PGR Potential	Articulation Potential	Collab Potential	Study Abroad/Exchange	Visits by Academics Recommended (include possible times of year)
Applied Sciences	No	No	No	No	No	No	No	No
Business & Mgmt	Yes	No	Yes	No	No	No	No	No
DEC	Yes	No	No	No	No	No	No	No
HSC	No	No	No	No	No	No	No	No
Media	Yes	No	Yes	No	No	No	No	No
Law	No	No	No	No	No	No	No	No
Tourism	Yes	No	Yes	No	No	No	No	No

