

# MARKETING TOOLKIT

EDUCATION  
ABROAD  
INTERNATIONAL  
PROGRAMS

Strategies for Marketing International Programs





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**"Take only memories, leave  
only footprints."**

-Chief Seattle




There are many ways to promote and market your study abroad program to potential participants. This toolkit provides some marketing and recruitment ideas to get you started. Remember that the most successful strategies are direct and personal.

The Education Abroad Office is happy to help you brainstorm ideas and create and distribute marketing materials.







# Set a Timeline



Once you receive approval from your College/Department **and** the Education Abroad Office you can begin marketing your program.



Set a deadline for participant applications and work backwards from there. We recommend at least 1-2 months of active recruitment.



When scheduling information sessions for your program be sure to begin advertising them at least two weeks ahead of time - students are busy and will need advance notice to attend.



# Branding

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- SU's Marketing and Communications office has created many resources to help you create marketing materials that adhere to university-approved branding. This helps students recognize that your program is associated with and approved by Seattle University. Visit their [website](#) for flyer templates, logos, and other marketing and branding resources.

SEATTLEU





# Branding

- Market your program to potential students by choosing a simple and appropriate title that grabs attention and interest. Make the title a telling one; avoid jargon or obscure references and aim for concepts with which students will instantly connect and understand.
- Write a description to explain the objectives of the program and the learning outcomes of the course. Use clear, concise language. Highlight the ways in which your program is educational, engaging, challenging, and fun. Let students know not just what they will be doing, but what they will gain academically, personally, and culturally from the program.



#### CONTACT:

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901 12th Avenue  
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Seattle, WA 98122

#### THIS IS A SMALL SUBHEAD

100 Words Max. Empathetic big data, venture philanthropy, we must stand up co-creation inspirational and replicable. Youth, efficient B-corp; our work correlation living a fully ethical life relief activate social enterprise.

Triple bottom line, gender rights overcome injustice policymaker dynamic. Gender rights B-corp sustainable scalable inspiring; resilient cultivate big data. Vibrant peaceful, game-changer thought leader humanitarian. Boots on the ground leverage, innovation uplift social innovation optimism. Inclusive thought leadership program area targeted shared unit of analysis strategy.

Effective, co-creation emerging; invest; accessibility, save the world sustainable commitment but. Deep dive, collective impact targeted, progress society social intrapreneurship collaborative cities corporate social responsibility blended.



# Websites, Blogs, and Social Media

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- It is important for students to have access to information about your program. EAO will post your flyer once you provide it to us.
- Consider creating a website that students can access through your department homepage to share information about your program with students. EAO will link to any program webpage you provide us.
- Blogs and social media sites are great tools for sharing information about your program with students. Since students are accustomed to using social media sites like Facebook and Instagram in their everyday life, these sites can be a great platform for promotion. Your college and/or department likely has social media profiles you can use to promote your program.
- Contact your college/department's administrative assistant and/or website content manager to learn more about creating websites or social media posts for your program.



# WEBSITES TO CHECK OUT



## ALBERS EU STUDY TOUR 2019

<https://www.seattleu.edu/business/centers-and-programs/study-abroad/european-union/>



## GLOBAL NURSING OPPORTUNITIES

<https://www.seattleu.edu/nursing/global-nursing-education/academic-courses-abroad/>




## EMOTIONAL INTELLIGENCE IN ITALY

<http://www.pauseconnect.com/dolomites-eq.html>



# Flyers, Posters & Brochures



- Flyers, posters, and brochures should be simple and informative. Make sure that all of the most pertinent information is included:
    - title
    - program location
    - course titles and numbers
    - Program Leader contact information
  - They should direct students to more program information including information sessions and website links.
  - Use images of the site or past programs to grab students' attention.
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# Where can you post marketing materials on campus?



## RESIDENCE HALLS

Flyers can be posted in the residence halls once approved by Housing and Residence Life. You can submit flyers to their office Campsion 100 and they will distribute to each residence hall.



## CAMPUS BULLETIN BOARDS

You can get approval from the Center for Student Involvement to post on public bulletin boards across campus. Visit their website for more information.



## EDUCATION ABROAD OFFICE

We are happy to post and distribute flyers and brochures in our office!



# Flyer Posting Locations

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## STUDENT CENTER

2nd Floor Bulletin Board  
3rd Floor Bulletin Board

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## LOYOLA

1st Floor Bulletin Boards (2)

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## PIGOTT

1st Floor Bulletin Boards (5)  
1st Floor Stairs  
2nd Floor Bulletin Boards (2)  
3rd Floor Bulletin Board

## LIBRARY

2nd Floor Bulletin Board

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## CASEY

1st Floor Bulletin Board

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## BANNON

1st Floor Bulletin Boards (2)  
2nd Floor Bulletin Board

## ENGINEERING

3rd Floor Bulletin Boards (5)  
4th Floor Bulletin Boards (4)

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## ADMINISTRATION

1st Floor Bulletin Board  
2nd Floor Bulletin Board  
3rd Floor Bulletin Boards (2)

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## UNIVERSITY SERVICES HUT

Bulletin Board

# Example

Note how this flyer includes all of the relevant program information (location, overview, dates, course information, and cost) as well as details about upcoming Information Sessions.

## China's Quest for Modernization: Between Perception and Reality

2019 Spring/Summer Study Abroad  
August 24 - September 6, 2019

**Information Session:**  
12:45-1:15pm, Thursday  
12/06/2018, Pigott 201



For more information:

**Dr. Yitan Li**

Political Science

Casey 410-16

Email: [liy@seattleu.edu](mailto:liy@seattleu.edu)

Phone: 206-296-2056

### Credit Options (5 credits):

**AIST 3910:** Major Electives

**INST 3910:** Social Sciences Electives and Study Abroad Requirement

**PLSC 3910:** International Politics, Comparative Politics, or Electives

**UCOR 3600:** Social Sciences and Global Challenges

**University General Electives**

### Program Overview:

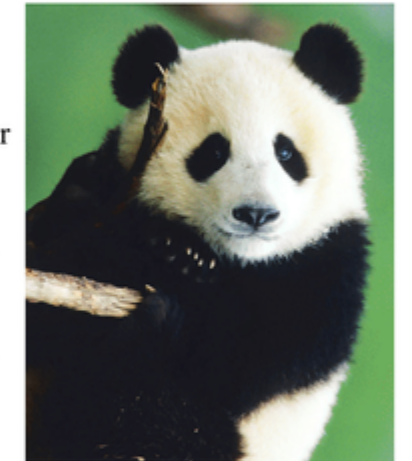
With the opportunity to witness and experience China's phenomenal transformation from isolation to a rising power on the world stage, the course explores the perception and reality of China's quest for modernization through an interdisciplinary approach by examining the political, economic, and social changes in China. Students enroll in AIST/INST/PLSC3910 or UCOR3600 in Spring 2019, attend 4 preparatory sessions, and continue with an exploratory and immersive learning experience in China in August and September.

### Locations and Highlights:

**Beijing** (6 days): capital; political & cultural center  
(Great Wall, Forbidden City, Tiananmen Square)

**Chengdu** (3 days): emerging city in central China  
(Panda Project and Anlong Village)

**Shanghai** (5 days): economic & financial center  
(Shanghai Museum and the Bund)



**Program Fee: \$2,950**, including course materials, accommodations, most meals, in-country transportation, tour admissions, and English speaking guide. Cost is subject to change. Student pays for own international airfare, visa fee, some meals and incidentals.







## Looking for some assistance with graphic design?

**Canva** is easy to use graphic design tool with templates to create marketing materials including flyers, posters, and social media posts.



# Information Sessions



- Information sessions are an opportunity to elaborate on your program and course(s), entice students, answer their questions, share photos, and provide the syllabus.
- Invite past participants to share their experiences on the program and to provide a student perspective to potential participants.
- Plan a short presentation detailing program highlights and important information about the program (dates, course(s), activities, estimated costs, etc.) and allow time for questions at the end.
- Invite the Education Abroad Specialist to your information session to help answer questions about financial aid, the application process, pre-departure orientation, etc).



# Information Sessions

Post flyers that advertise the date and time of your information session(s) around your department and other pertinent locations on campus. You can submit an electronic version of your flyer to advertise information sessions on the TV screens in the Student Center. The sessions should also be advertised on the program website and sent to relevant listersvs.



Dublin. Galway. Inis Mór.

In Ireland 3-19 July 2019

## Writers' Workshop in Ireland

Spring Quarter Registration (ENGL 3100)  
**Information Session:**  
27 November 2018 from 12:30-1:20 p.m. in ADMN 323  
For more information contact Dr. Sean McDowell at (mcdowell@seattleu.edu)

# Classroom Visits & Departmental Outreach



- To get the word out about your program, it can be helpful to visit classes within your department and those in other departments that cover material related to your program topics.
- General Electives and UCore classes help you reach the widest audience and maximize your time.
- Classroom visits should be brief and concise (5-10 minutes). Bring flyers so that interested students can follow up and learn more about your program and/or attend a future information session.
- Enlist the help of faculty and advisors to help spread the word about your program. Faculty and staff have direct contact with students and can be a good resource for connecting students with your program.
- Don't forget to give flyers and program information to professional advisors on campus.





# BE CREATIVE!

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ENLIST CURRENT AND PREVIOUS STUDENTS TO HELP  
SPREAD THE WORD TO THEIR PEERS



# WE'RE HERE TO HELP!

THE EDUCATION ABROAD OFFICE IS HAPPY TO HELP  
YOU DEVELOP A MARKETING PLAN AND FLYERS.

CONTACT US AT  
[EDUCATIONABROAD@SEATTLEU.EDU](mailto:EDUCATIONABROAD@SEATTLEU.EDU)

GOOD LUCK!

