

Welcome

Workshop 1: The emerging Master Market

(Room: Auditorium 2)



HRK German Rectors' Conference
Projekt nexus
Concepts and good practice in Higher Education



studyportals

The European Study choice platform

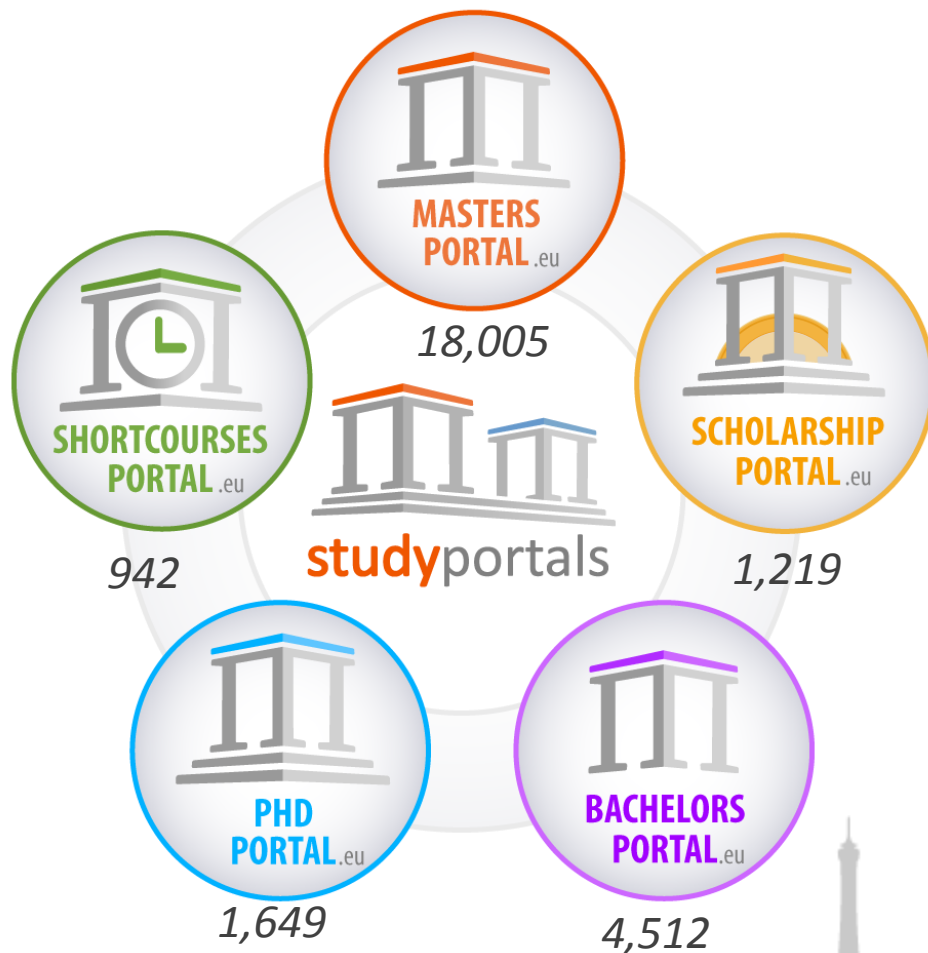
The Emerging Master's Market

HRK Bologna Seminar, Berlin, October 2011

Edwin van Rest - StudyPortals

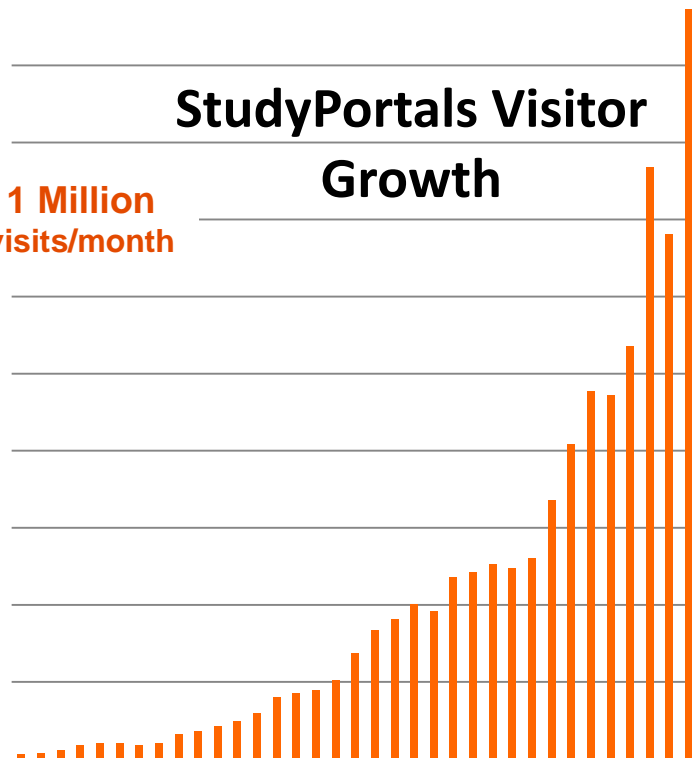


My Background: The European Study Choice Platform



StudyPortals Visitor Growth

1 Million visits/month



STeXX.eu
Student Experience Exchange

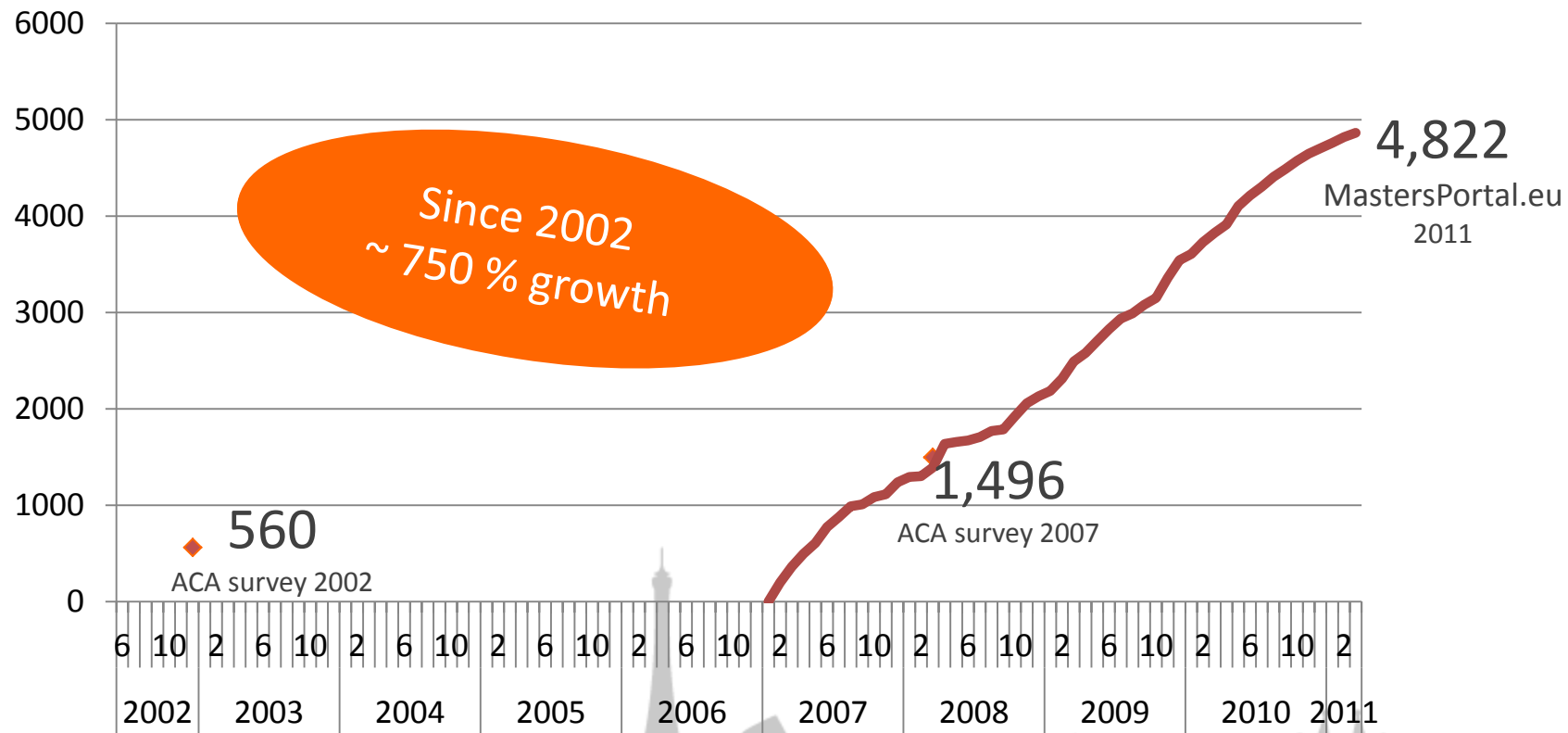


Students have more choice,
Unis more competition and diversity



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English-Taught Master's Programmes in Cont. Europe



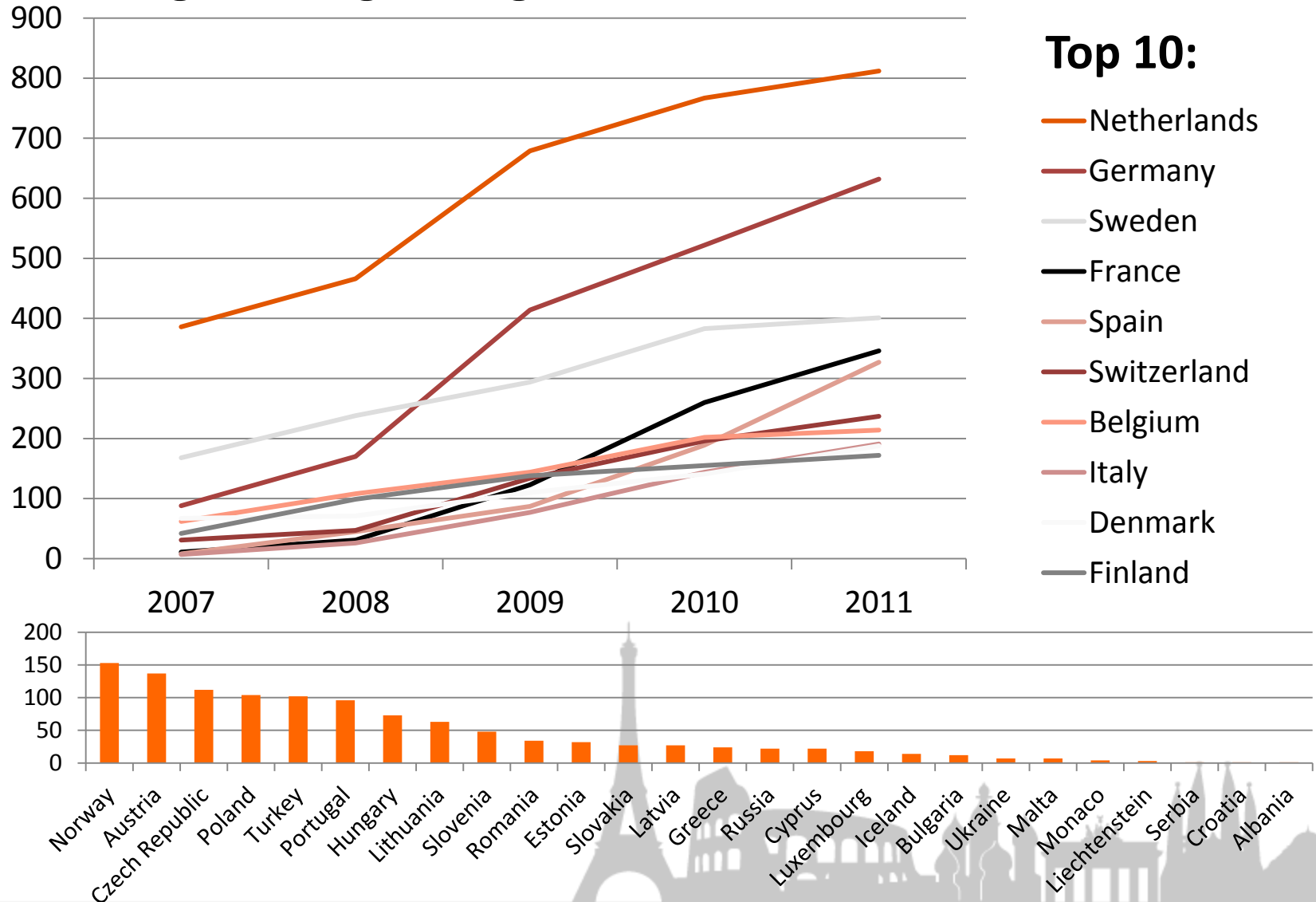
**English-Taught Programmes in European Higher Education. The Picture in 2007. Wächter, Bernd & Maiworm, Friedhelm. Bonn: Lemmens, 2008*

Widespread growth,
but large national differences



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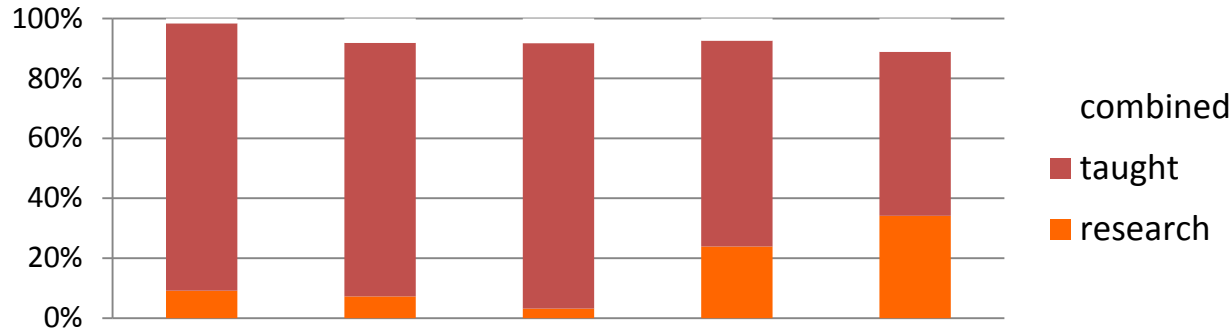
English-Taught Programmes on MastersPortal.eu



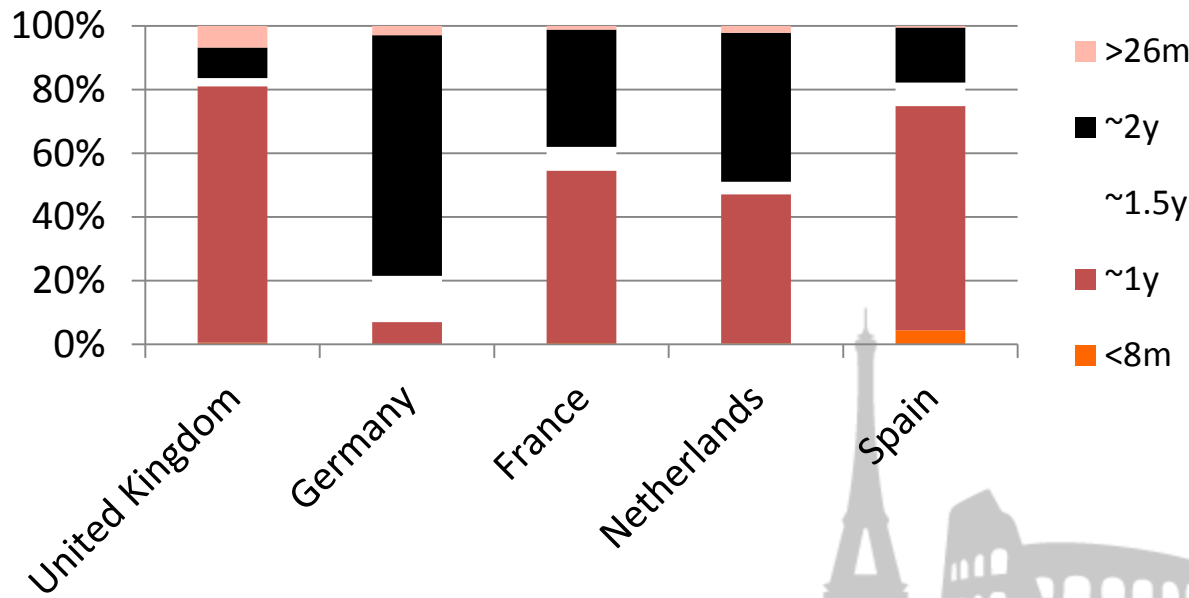
The market is evolving, large differences in mode exist



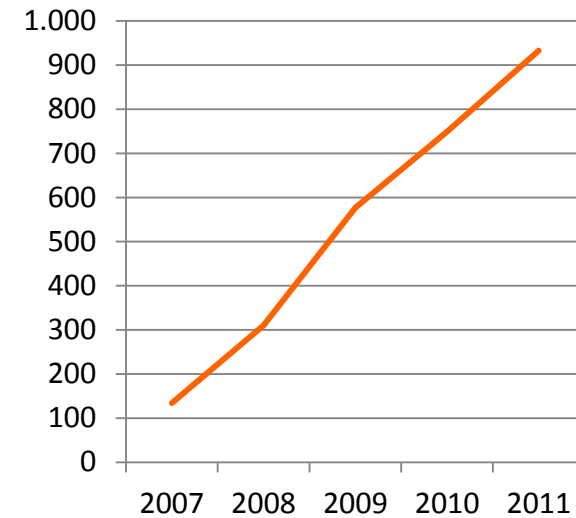
Taught vs Research Masters



Masters Duration



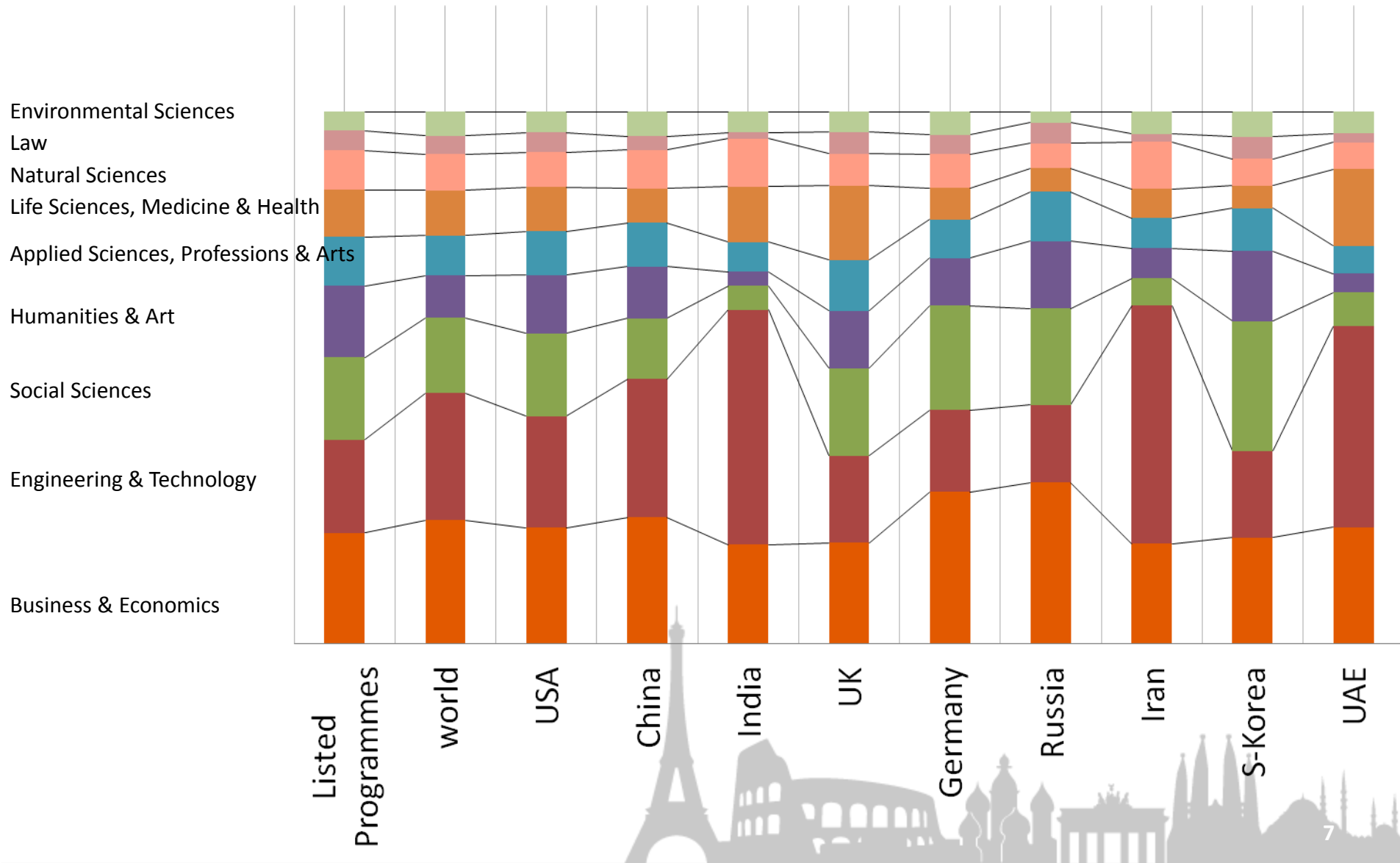
Joint Masters



Offer and Popularity across Disciplines



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From Local Backyard to Global... Greenfield!



- **Continental Europe is offering a New Product (the Master) to a new Market (the International Degree Seeker)**
- **Target audience much larger but also smaller successrate: Marketing strategy and targeting is key**
- **New Audience is further away: Geographically, Culturally, and linguistically**
- **New use of information sources (internet, social Media):**
- **Institutes horizon has exploded - Have to make choices.**
- **Europe's HE is generally behind on Information and Awareness (ACA*)**

*Academic Cooperation Association (2006), Perceptions of European Higher Education in Third Countries.

The Funnel Method

You only(?) need to focus on 2 end goals



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1. Optimise Inflow

- Volume
- Quality
- Diversity
- Cost

