

Welcome

Workshop 1: The emerging Master Market

(Room: Auditorium 2)



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

The “M-Word” for Master’s Programs

Bologna Seminar hosted by HRK

25 October 2011

Berlin, Germany

Introduction

+ Is this enough?



The Brenn-White Group

We:

- + Help higher education organizations reach international audiences
- + Offer marketing, editorial, translation, and international strategy services
- + Draw on a global network of experts

Me:

- + Internet, DAAD, Parsons, Hessen, and ...

Why should you “market” your master’s?

- + Competition
- + Right students
- + Profile
- + Resources



Setting goals for success

Goals



1. _____

2. _____

3. _____

Where is your competition?



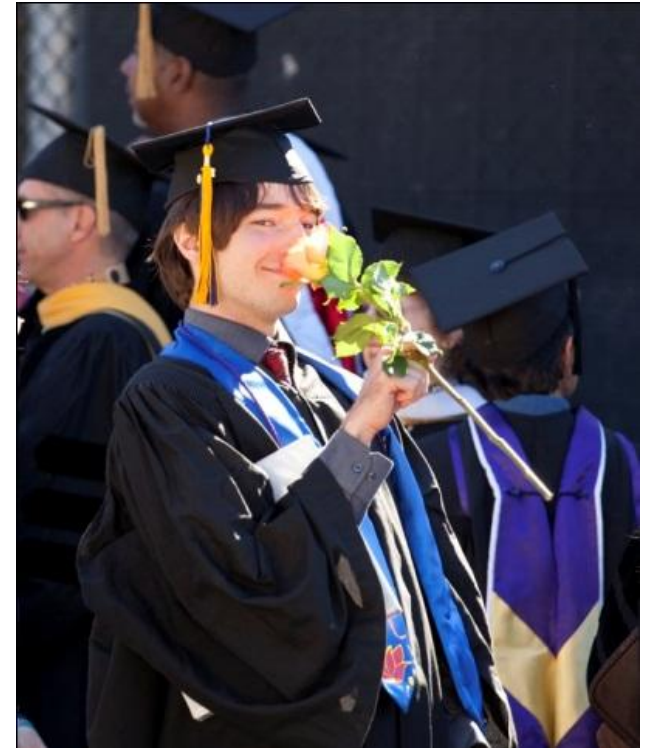
Where are you?

(Hint: Please don't say "in the center of Europe")

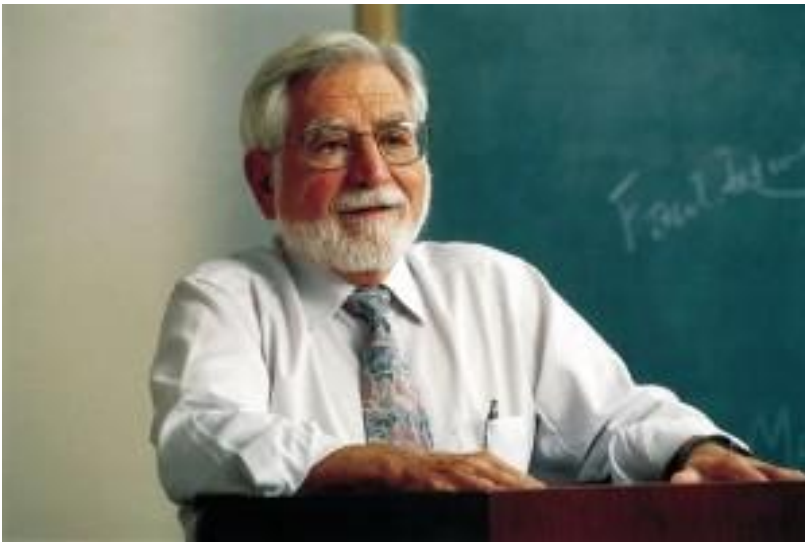


What should you call a rose?

- + Naming as an example of marketing considerations:
 - Urban Agglomerations vs. Urban Studies
 - Urban Conservation vs. Urban Heritage
- + SEO
- + Non-native English speakers



You are not your target audience





Thank you!