Welcome

Workshop 1: The emerging Master Market

(Room: Auditorium 2)

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

25 October 2011
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!