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Eesti tuleviku heaks



STUDY IN ESTONIA

**Universities vs State
Individuals Play The Game But Teams Win!**

Marketing Estonian HE 2008-2015

**SA Archimedes
Mariann Lugus
mariann.lugus@archimedes.ee**

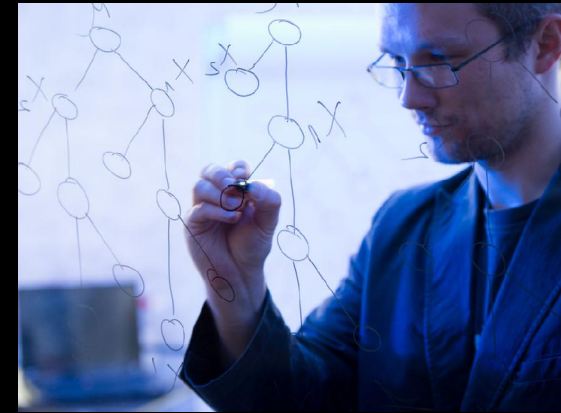
Some Economic Indicators



- GDP growth in 2000 – 2012 among the fastest-growing economies globally
- GDP at current prices 22,19 billion USD (*World bank report 2012*)
- GDP per capita 20, 182 USD (*45th in the World*)
- The exports of goods and services 92,68% of GDP (*World bank report 2012*)
- Average monthly gross wages and salaries 957 euros (QIV 2012, 1244 USD)
- Unemployment rate 10,2% (QIV 2012)
- 2010, the lowest public debt among the EU members- 6,6% of GDP (exp. 5,8% in 2011)

The ease of doing business- it takes only 15 minutes to set up a company in Estonia, obviously online!

Research and innovation



- 2000-2011 the gross R&D expenditure has risen 25% yearly (in current prices)
- The fields where Estonia excels in research: biotechnology, environmental technologies, material technology
- The biggest user and leading competence in the world in usage of oil shale
- Support schemes for international PhD students and post-docs
- e- Estonia: the impact of ICT solutions
- Tallinn is the European capital for start-ups

The Estonian Genome Centre holds the samples and data of 51 534, e.g. 4% of Estonian genome donors

Higher Education in Estonia



- Ca 2/3 of the age group study in higher education institutions
- Ca 68 000 students in Estonia
- 9 universities, 23 institutions of higher education
- Bachelor-Master (3+2) structure fully implemented
- Growing No of programmes taught fully in English (ca 150)
- Internationally recognised degrees

International Students



In 2012/2013

- Ca 1900 degree students from more than 80 countries
- Ca 1000 incoming Erasmus exchange students
- Free-movers, visiting PhD and Post-doc's, others
- Ca 500 summer school students
- Among whom about 950 come from Finland



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Promoting Estonian higher education

Internationalisation of HE



- 1999 Bologna process, Erasmus exchange,
- 2006 Strategy of Internationalisation of HE
- 2007 Code of Conduct in internationalisation of HE
- 2007-2008 „Cool curricula“ competition
- 2007-2015 Financing of HE and research from the European Structural Funds (ca 65 M euro)
- 2008 *Cooperation platform Study in Estonia*
Head of the International Marketing of Estonian Higher Education
- 2012 Research in Estonia

Study in Estonia = principles



Strategy for Internationalisation of HE

- Priority fields according to the development and research strategy
- Master's and Doctoral studies, professional HE
- Priority countries (main sending countries)- Finland, Russia, China, Turkey

Principles of cooperation

- Equility of partners
- Spirit of cooperation



Prioritising and focusing while sustaining a neutral position towards the institutions

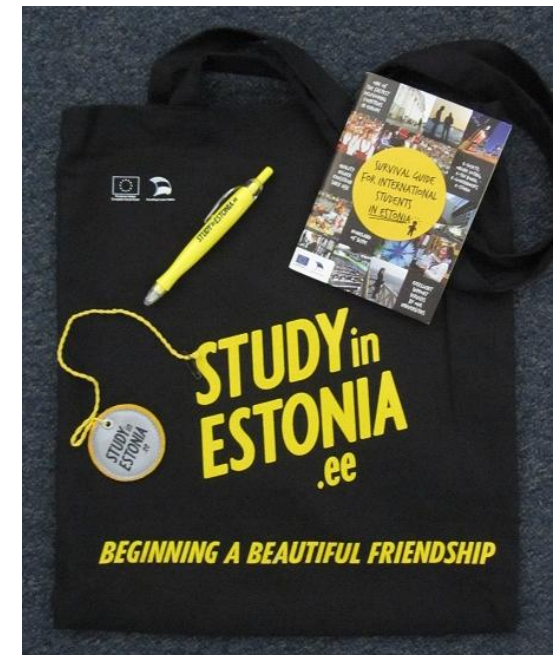
Study in Estonia = cooperation



Why to team up and share the market with your competitors, considering that we all charge tuition fees?

- Institutions of HE offering degree studies in English
(at least 1 fully accredited English-taught programme, support services)
- Members of the Code of Conduct

- 6 public universities + Estonian Business School (EBS)
- 2 institutions of professional HE (EEK, EHTE)
- ca 150 study programmes in English
- activities coordinated by Archimedes Foundation



Central Activities- creating platform



Globally

- Branding- creating visibility, knowledge, positioning
- Political lobbying- governmental agreements, access
- Potential students (related TG's)- information, counselling

In Estonia

- Governmental and other institutions- policy making, legal aspects, cooperation in promoting Estonia abroad
- Public- bringing out the topic of internationalisation

Development

- Surveys ja analysis, professional training

Study in Estonia- promoting Estonia



Distribution of strategic information – how much to share with others?

Marketing mix

- e-marketing- web, social networks
- Direct marketing- fairs, information and promotional events, open lectures, workshops....
- Branded materials- printed matter, gimmicks, audio-video solutions
- Public relations and media

Study in Estonia- does it work for me?



- *How to sell the idea of common marketing activities inside the institution?*

„They do not promote our programme!“

„ Well, Study in Estonia is a good idea,
but our university is the best and should stand out!“



Study in Estonia- how about the goals?



- *How to change the mind of the central executive body?*

We act based on the strategic goals (strategy 2006)

Financing through the European structural funds

We sell trust! We are competent!



Study in Estonia- how about the goals?



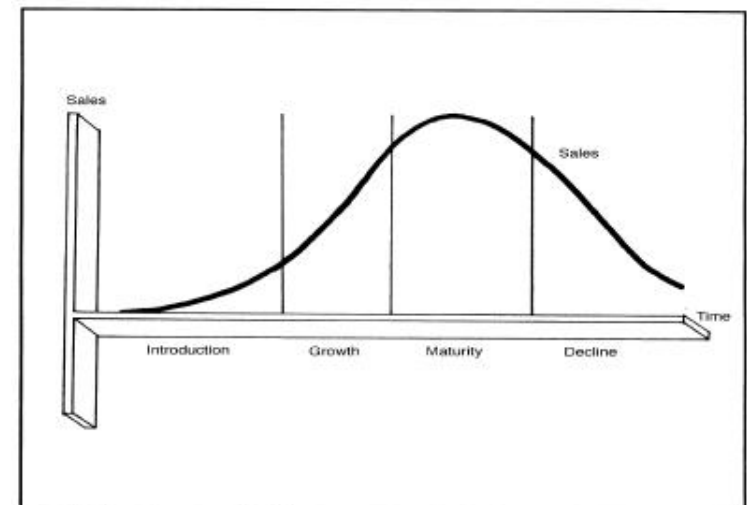
- *When is the right time to question central strategy vs the gain for the universities? Going back to – Why to team up?*

<http://www.google.fi/search?q=life+cycle+of+a+product&hl=et&tbm=isch&tbo=u&source=univ&sa=X&ei=YqKbUd7XN66N4gTG44E4&sqi=2&ved=0CCMQsAQ&biw=1366&bih=673>

Figure 1

The product life cycle model

Project 14/03/23



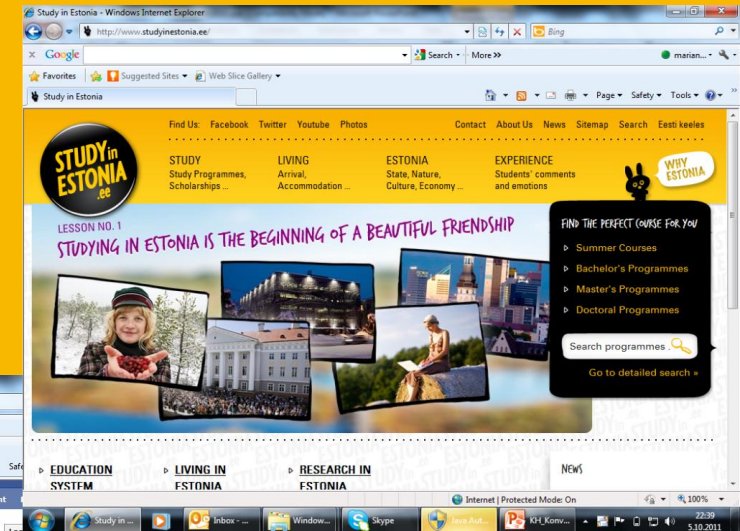
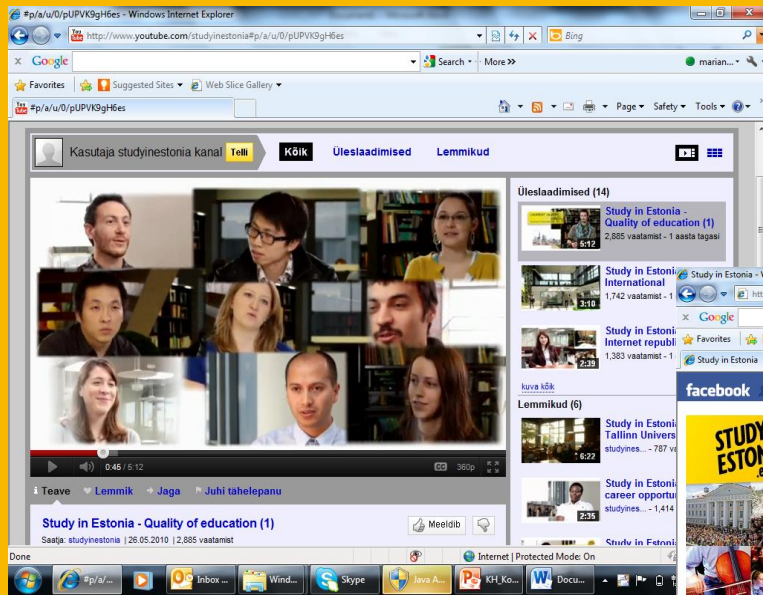
Source: Kotler and Armstrong, [1990]



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Study in Estonia!
Beginning a Beautiful Friendship

