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International Education
Consultants, UK

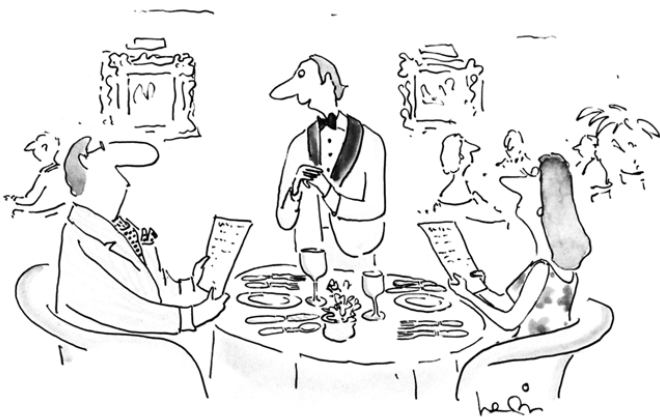
Selling free education

Thijs van Vugt & Tim Rogers

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"And what is your preference in wine—single or double figures?"

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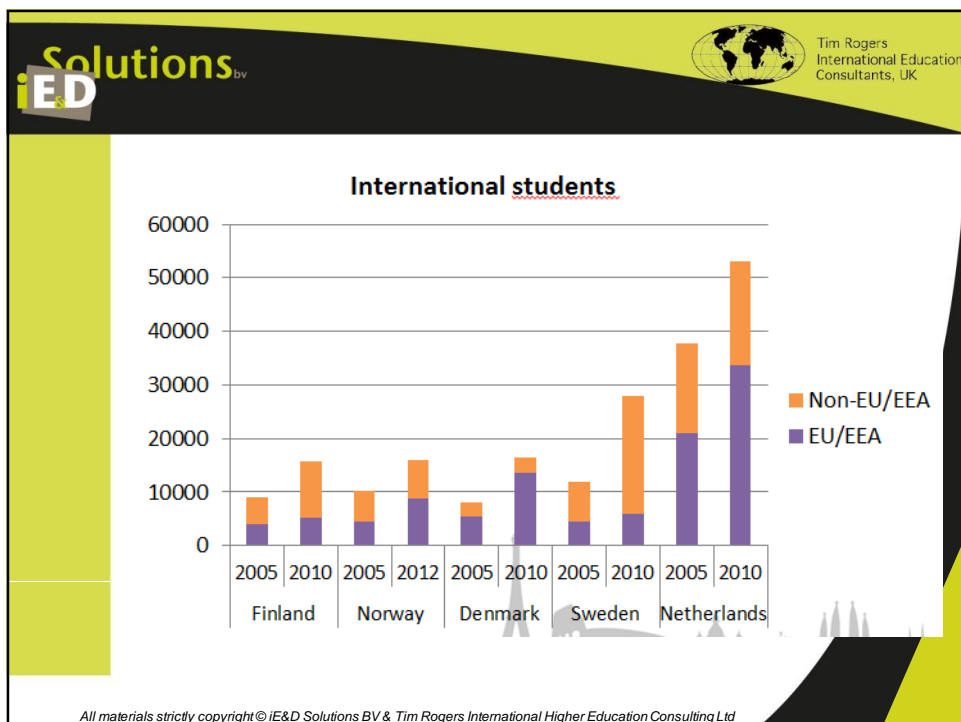
Agenda




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- What's up with Finland?
 - ✓ State of play
 - ✓ Communication & Marketing
 - ✓ Positioning
- Drivers for demand
 - ✓ Proxies for quality
 - ✓ Entry requirements and admissions
 - ✓ Quality of services
- Money matters
 - ✓ Fees, scholarships and enrolment

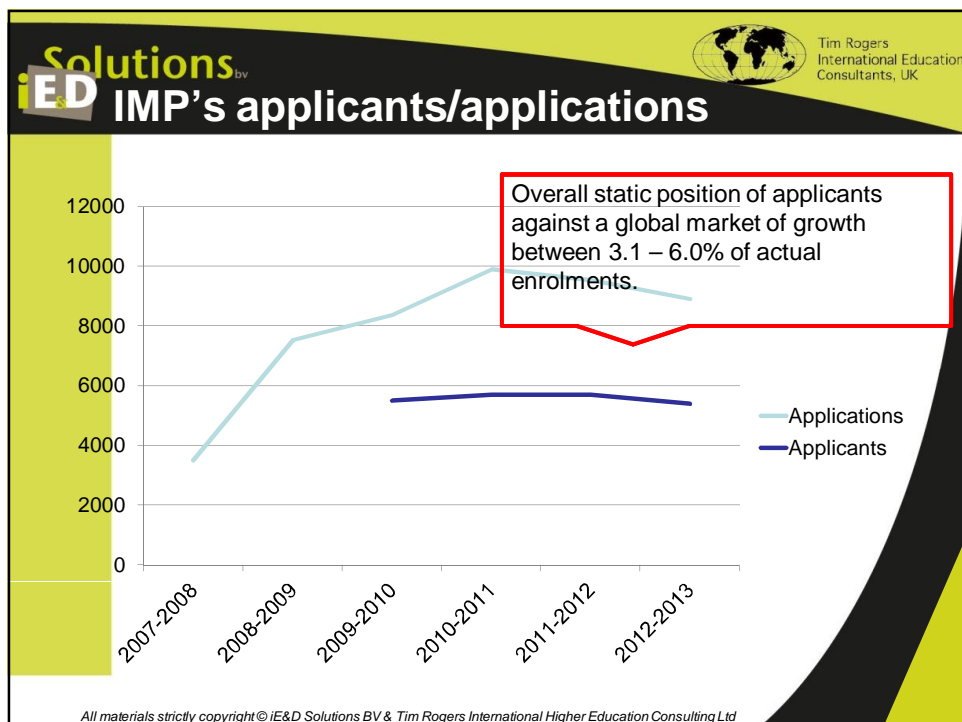
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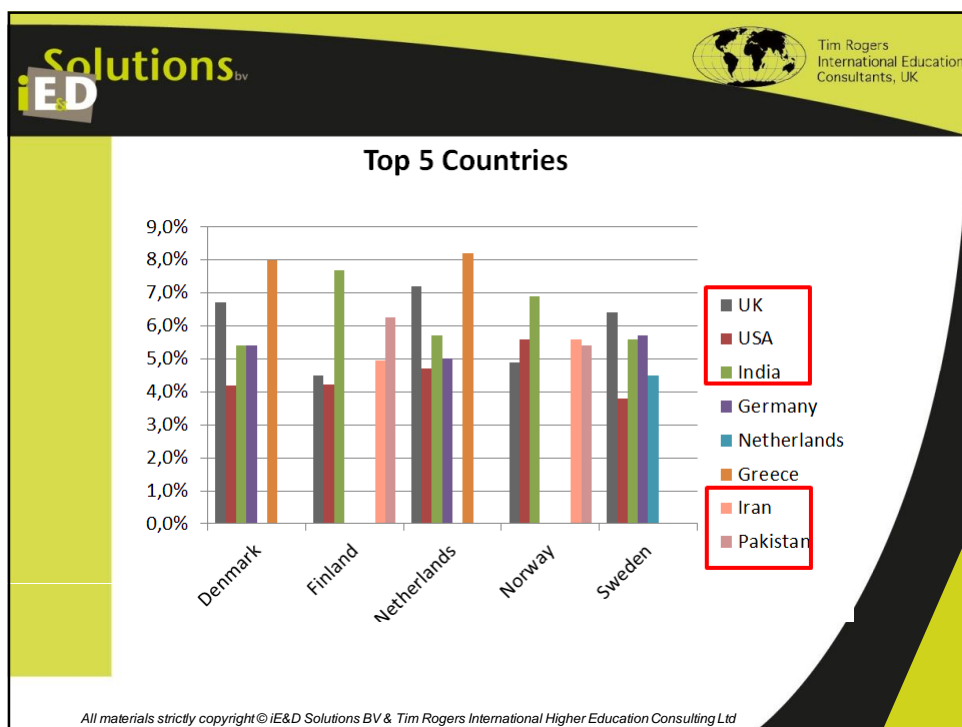



Solutions_{by} iED **Exercise**  Tim Rogers
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- In your groups discuss:
 - ✓ All of the potential barriers to growing international, full degree student numbers in Finland or Norway
 - ✓ Prioritise the top 5 barriers
 - ✓ Report back

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	Processed applications 2012-2013	Processed applications 2011-2012	Difference in the amount of applications	Applicants 2012-2013	Applicants 2011-2012	Difference in the number of applicants
UAF	8 921	9 527	-6.4 %	5 385	5 698	-5.5 %
Hanken School of Economics	398	413	-3.6 %	398	413	-3.6 %
University of Helsinki	2 240	2 771	-19.2 %	1 869	2 252	-17.0 %
University of Eastern Finland	1 165	953	22.2 %	956	786	21.6 %
University of Jyväskylä	1 021	874	16.8 %	902	802	12.5 %
University of Lapland	121	226	-46.5 %	120	210	-42.9 %
Lappeenranta University of Technology	897	884	1.5 %	781	761	2.6 %
University of Oulu	807	1 049	-23.1 %	725	963	-24.7 %
University of Tampere	870	646	34.7 %	776	589	31.7 %
University of Turku	841	1 006	-16.4 %	770	926	-16.8 %
Abo Akademi University	561	705	-20.4 %	561	705	-20.4 %

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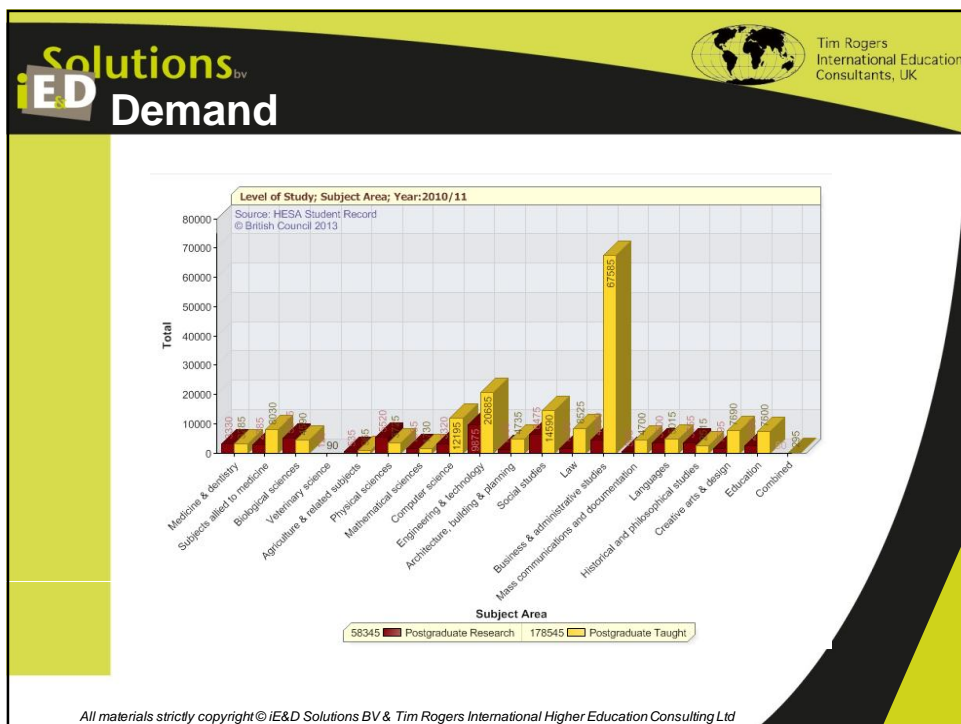
Why IMPs?



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- Route for PhD/academic careers
- Demand
- Internationalisation
- Recruitment – but why?
- The labour market
- Income
- Other factors?

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World University Rankings 2012-2013

World University Rankings 2012-2013				QS RANK	SCHOOL NAME	COUNTRY	QS STARS RATING	OVERALL
Rank	Institution	Location	Overall score					
1	California Institute of Technology	United States	95.5	1	Massachusetts Institute of Technology (MIT)	United States	★★★★★+	100.00
2	Stanford University	United States	93.7	2	University of Cambridge	United Kingdom	★★★★★	99.78
3	University of Oxford	United Kingdom	93.7	3	Harvard University	United States	★★★★★	99.15
4	Harvard University	United States	93.6	4	UCL (University College London)	United Kingdom	★★★★★	98.69
5	Massachusetts Institute of Technology	United States	93.1	5	University of Oxford	United Kingdom	★★★★★	98.57
6	Princeton University	United States	92.7	6	Imperial College London	United Kingdom	★★★★★	98.31
7	University of Cambridge	United Kingdom	92.6	7	Yale University	United States	★★★★★	97.48
8	Imperial College London	United Kingdom	90.6	8	University of Chicago	United States	★★★★★	96.27
9	University of California, Berkeley	United States	90.5	9	Princeton University	United States	★★★★★	95.37
10	University of Chicago	United States	90.4	10	California Institute of Technology (Caltech)	United States	★★★★★	95.05
11	Yale University	United States	89.2	11	Columbia University	United States	★★★★★	94.68
12	ETH Zürich - Swiss Federal Institute of Technology Zürich	Switzerland	87.8	12	University of Pennsylvania	United States	★★★★★	94.50
13	University of California, Los Angeles	United States	87.7	13	ETH Zürich (Swiss Federal Institute of Technology)	Switzerland	★★★★★	92.84
14	Columbia University	United States	87.0	14	Cornell University	United States	★★★★★	92.08
15	University of Pennsylvania	United States	86.6	15	Stanford University	United States	★★★★★	91.68
16	Johns Hopkins University	United States	85.6					
17	University College London	United Kingdom	85.5					
18	Cornell University	United States	83.3					


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Solutions_{by} iED Drivers of student demand


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- Quality of education
- Employment prospects
- Affordability
- Personal security
- Lifestyle
- Education accessibility

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Entry requirements




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	Qualifying applications	Complete applications	Conditional applications	Reviewable applications*	Sufficient applications	Unqualifying applications
UAF	63,2 %	36,5 %	14,1 %	2,4 %	10,8 %	36,8 %
Hanken School of Economics	82,9 %	51,3 %	22,1 %	0,0 %	10,1 %	17,1 %
University of Helsinki	67,6 %	35,9 %	20,4 %	0,0 %	11,4 %	32,4 %
University of Eastern Finland	53,7 %	37,0 %	4,5 %	2,9 %	10,7 %	46,3 %
University of Jyväskylä	64,3 %	32,7 %	13,4 %	6,4 %	12,2 %	35,7 %
University of Lapland	51,2 %	22,3 %	12,4 %	8,3 %	9,1 %	48,8 %
Lappeenranta University of Technology	67,3 %	41,1 %	14,8 %	0,0 %	11,9 %	32,7 %
University of Oulu	56,1 %	34,3 %	13,8 %	0,0 %	8,8 %	43,9 %
University of Tampere	60,0 %	33,0 %	12,5 %	6,1 %	9,0 %	40,0 %
University of Turku	58,3 %	34,4 %	6,4 %	6,7 %	10,9 %	41,7 %
Åbo Akademi University	67,9 %	41,2 %	18,4 %	0,0 %	10,0 %	32,1 %

* In the reviewable category the university verifies the language skills, after which the status of the application is changed. The numbers in the table above are from the 2nd of May 2013.

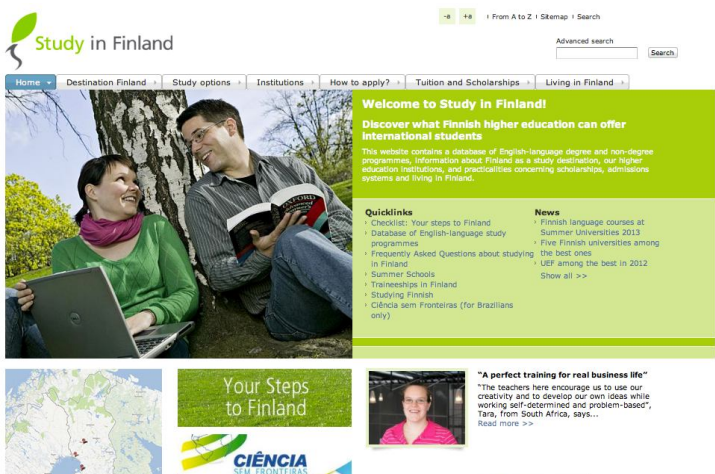
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National agencies



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The screenshot shows the 'Study in Finland' website. It features a navigation bar with links like Home, Destination Finland, Study options, Institutions, How to apply?, Tuition and Scholarships, and Living in Finland. The main content area includes a 'Welcome to Study in Finland!' section with a description of the website's purpose, a 'Quicklinks' section with various links, and a 'News' section with recent updates. There is also a 'Your Steps to Finland' section with a map and a 'CIÊNCIA SEM FRONTEIRAS' logo.

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Services marketing

- Characteristics of services:
 - ✓ Intangibility
 - ✓ Inseparable from the provider
 - ✓ Variable in quality– bad day of professor.....
 - ✓ Perishable: results from the past.....
 - ✓ Are the result of the interaction between consumer and producer



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Solutions_{bv}
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- Service quality:
 - ✓ Reliability
 - ✓ Responsiveness
 - ✓ Assurance
 - ✓ Empathy
 - ✓ Tangibility
- Expectations vs. perception

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