Promotion and marketing strategy of the

Erasmus Mundus Master Course in Sustainable Forest and Nature Management (SUFONAMA)
Where did students hear about the MSc course?
- 2009 data

- 275; 55% via the SUFONAMA website
- 32; 6% contact with a partner university (Bangor, Copenhagen, Göttingen, Padova, SLU)
- 5; 1% via advertisements in magazine/newspaper
- 34; 7% via educational exhibition/market
- 71; 14% via Google ads
- 1; 0% other; please specify
- 5; 1% N/A

Application Statistics

Where did students hear about the MSc course? - 2009 data
Regional Distribution 2009

Total: 508 applications

North America
Canada 4
USA 3
Total 7

Canada

USA

Total

Africa
Angola 1
Botswana 1
Cameroon 24
Eritrea 6
Ethiopia 132
Ghana 27
Kenya 5
Malawi 7
Nigeria 19
South Africa 1
Tanzania 27
Uganda 12
Zambia 2
Zimbabwe 2
Total 266

Asia
Bangladesh 58
Bhutan 3
Cambodia 1
China 23
Indonesia 10
Iran 5
Laos 1
Myanmar 3
Nepal 52
Pakistan 18
Philippines 4
Taiwan 1
Vietnam 3
Total 204

Europe
Armenia 1
Moldova 1
Russia 11
Serbia 4
Total 17

Armenia
Moldova
Russia
Serbia
Total

South America
Argentina 2
Brazil 3
Bolivia 2
Chile 1
Colombia 1
Ecuador 1
Guyana 1
Mexico 2
Venezuela 1
Total 14

Argentina
Brazil
Bolivia
Chile
Colombia
Ecuador
Guyana
Mexico
Venezuela
Total
Marketing Strategy Process

Insight & Innovation

Clarity
- Which initiatives do we take at the moment?
- Which communication channels do we use?
- Where are our initiatives from which countries/regions?
- What competencies do we want to marketise?
- How do we evaluate the marketing strategy?

Analysis
- What is the strategy?
- How do we differentiate?
- What are the expectations of students and graduates?
- Cross-institutional analysis of existing marketing strategies and results

Strategy

1. Clarification
   - What are our short-term and long-term goals?
   - Which goals and activities do we want to prioritise?
   - What are the main messages of the Masters Course?

2. Involvement
   - Workshops
   - Digital involvement
   - Partner institutions
   - Ambassadors

3. Platform and concept
   - What is the link between what the Course wants to signal and how the course is perceived?

4. The ‘Tool’ box
   - Which marketing tools should we use?
   - What is the responsibility of each partner institution?
   - How do we maintain commitment?

5. Internal & external implementation
   - Marketing manual
   - Best practice examples on student recruitment, cooperation with industry/sponsors
   - Fairs
   - Conferences
   - Email
   - Leaflets, Newsletters
   - Teacher and students
   - Alliances with external universities
   - Google campaigns etc

6. Monitoring
   - Which indicators are important in following the effectiveness of our campaign?
   - How do we respond?
Monitoring your campaign

### Visitors domains/countries (Top 10) - Full list

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*Robots shown here gave hits or traffic *not viewed* by visitors, as they are not included in other charts.

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### European Erasmas Mundus MSC

Education and Culture
Communication Strategy

**Before the MSc course**

- **Awareness:**
  - Signaling: excellence, profile
  - Campaigns: Google, emailing

- **Interest:**
  - explain appetizers

- **Desire:**
  - interest -> want this education

- **Action:**
  - maintain their desire

**During the MSc course**

- **Individual learning:**
  - indiv. study plans
  - integration in research

- **Promoters:**
  - ambassadeurs
  - evaluators

- **Finalisation:**
  - promote career tracks

**After the MSc course**

- **Alumni:**
  - EMA, SUFONAMA
  - tracer studies

- **Where do they go?**
  - Promoters: ambassadeurs, evaluators

- **Preparation:**
  - supply students with practical support
  - academic tutoring

- **Encouragement:**
  - frequent communication

**During the MSc course**

- **Creating an identity:**
  - establishing the identity
  - e-communities
  - social events/integration
Mobilise the Students
PART 1
- Overview of key marketing tools
- Overview of annual activities

PART 2
- Lists of marketing tasks for the SUFONAMA Secretariat
- List of marketing tasks for each consortium partner

PART 3
- Overview of key marketing tools
- Overview of annual activities
- EU marketing and funding opportunities
- Standard sponsorship agreements
- Best practice examples on contracts
- Sufonama marketing material links
- Leaflets
- Posters
- Calls for applications
- Articles in scientific and popular magazines
- Advertisements
- Overview of campaigns

PART 4