



# Visibility, Promotion and Awareness raising

## *EACEA A.3*

Erasmus+: Erasmus Mundus Joint Master  
Degrees  
Coordinators' Conference  
Brussels, 24-25 October 2017

# **Visibility**

## **a key element to the success of your EMJMD**



## Get your joint Master known

- **Promotion** at **all stages** of implementation
- **Joint and coordinated** consortium approach
- During **preparatory year**, strategy for visibility & promotion targeted at:
  - ✓ student community
  - ✓ HEIs and academic staff
  - ✓ research institutes and university associations
  - ✓ private sector professionals
  - ✓ non-academic institutions

## Raising Awareness at two levels...

- promote **your EMJMD** to students, HEIs, academic staff, world of work,...
- communicate the **uniqueness** and **value of EMJMDs** and **joint diplomas** to students, employers, national decision makers (to facilitate accreditation, recognition and the award of joint diplomas)

## **Methods and Instruments** ***for worldwide visibility and promotion (1)***

- set-up a **specific, powerful EMJMD website**
  - ✓ transparent, correct and complete information on all aspects of the Masters
  - ✓ create dynamic promotional features (video, blog)
  - ✓ interlinked with (associated) partners websites
  - ✓ referenced in education Web Portals  
(e.g. [www.mastersportal.eu](http://www.mastersportal.eu))
- use **social media**
- **mailing lists** and **newsletters**

## Methods and Instruments *for worldwide visibility and promotion (2)*

- mobilise **academic contacts** and **networks**
- involve **associated partners** strategically
- promote EMJMD at **academic/professional** conferences and events
  - ✓ during course related events (induction week, thesis defence, etc.)
  - ✓ job and study fairs
  - ✓ during conferences relating to the academic field of your Master
- produce **promotional material** (brochures, etc.)

## Methods and Instruments *for worldwide visibility and promotion (3)*

- contact **student** and **alumni associations**

Erasmus Mundus Student and Alumni Association (EMA)

<http://www.em-a.eu/>

Erasmus+ Student and Alumni Association (ESAA)

<http://www.esaa-eu.org/>

- ✓ European Students' Union (ESU)

<http://www.esu-online.org>

- EMJMD **alumni as "ambassadors"** of your Master

- **innovative** initiatives, e.g. inter-university student competitions

## Methods and Instruments *for worldwide visibility and promotion (4)*

- involve **scholars/guest lecturers** to attract excellent students worldwide
- cooperate with **national stakeholders** in the field of higher education such as (e.g. Campus France)
- **ICPs/NEOs** as multipliers
- involve **representatives of the "world of work"** to use their networks and contacts



# Example of good practice – project website

## European Master in Social Work with Families and Children

### ■ Home

What is MFAMILY?

University Consortium and  
Coordinators

### ■ Objectives

### ■ Academic structure and content

### ■ Faculty

### ■ Admission requirements

### ■ Fees

### ■ Scholarships

### ■ Self-funded

### ■ Application form

### ■ Useful information for students

### ■ Useful Links

### ■ Testimonials

### ■ Gallery

### ■ Career Opportunities

### ■ Contacts



Erasmus  
Mundus



Font size [Bigger](#) [Reset](#) [Smaller](#)



[CLOSE INFO](#)

## MFAMILY

<http://mfamily.iscte-iul.pt/>

### Home

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■ Career Opportunities

■ Contacts



SCHOLARSHIP APPLICATIONS NOW OPEN - 2016/2018

Programme Country and Partner Country students

Deadline: 31st December 2015

[Click here to apply](#)

### European Master in Social Work with Families and Children

This Erasmus Mundus MFAMILY is a two year master programme of 120 ECTS. Students will spend a semester each in Lisbon, Stavanger and Gothenburg before moving to the desired partner institution to work on their master's thesis. The language of instruction for the programme is English. Upon completion of the programme, students will be awarded a joint degree by the consortium.

The programme is jointly developed by ISCTE - University Institute of Lisbon (ISCTE-IUL), University of Gothenburg (UGOT), University of Stavanger (UIS) and Makerere University (MU). MFAMILY is also proud of the active participation of 26 associate partners, 8 of which are higher education institutions from several continents. This gives the programme a truly global character, and a great potential to respond to needs in skills development, teaching, research and employability in the area of social work with children and families.

This master addresses the improvement of knowledge and skills for people working with interventions for vulnerable children and marginalized families. MFAMILY will develop an education that will provide unique knowledge and innovative competences for international comparative child and family social work. Students will be updated on the latest research and practices on social work interventions for vulnerable children and families. This master programme



UNIVERSITY OF  
GOTHENBURG



University of  
Stavanger



MAKERERE UNIVERSITY

# Example of good practice – scholars section

## European Master Programme in System Dynamics

### Students



Information for future students: admission requirements, the application procedure, participation costs and available scholarships.

[Read More](#)

### Professionals



Information on the possibilities for collaborating with the EMSD programme. View our associate partners and apply to become one yourself!

[Read More](#)

### Scholars



Information on the possibilities for scholars to contribute to the EMSD programme, available scholarships and teaching positions.

[Read More](#)

### Host universities

UNIVERSITÄT BERGEN



UNIVERSIDADE NOVA DE LISBOA

Radboud University



UNIVERSITÀ  
DEGLI STUDI  
DI PALERMO

### Sponsors

  
*Experiencing the future*

**TNO**



Erasmus+

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**EMSD**

<http://europeansystemdynamics.eu/>

# Example of good practice – curriculum/structure

## Erasmus Mundus Master on Wine Tourism Innovation



ERASMUS MUNDUS MASTER ON  
WINE TOURISM INNOVATION



OVERVIEW HOW TO APPLY ASSOCIATED PARTNERS STUDENT LIFE TEACHING (NEW!) FAQ APPLY NOW (CLOSED)

HOME > WHAT IS WINTOUR? > STRUCTURE & CURRICULUM

A multidisciplinary program focused on excellence

OVERVIEW

CONSORTIUM

STRUCTURE & CURRICULUM

INTERNSHIPS

OVERVIEW

CONSORTIUM

STRUCTURE & CURRICULUM

INTERNSHIPS

First Semester

Second Semester

Third Semester

Fourth Semester

The EMJMD WINTOUR offers a **truly integrated study program**, recognized in all three participating countries. The academic programme is **structured in 120 ECTS divided in two years and 4 semesters**. The first 3 semesters are taught each in one University (30 ECTS at URV, 30 ECTS at UB, 30 ECTS at UP) and the last semester is devoted to the development of the Master Thesis and the Professional Internship, which will be developed in one of the associated partners.

**The starting date of WINTOUR INTAKE 2016-2018 is the 5th of September 2016.**

Click on logos and subjects below for more details.



1st Semester S1



2nd Semester S2



3rd Semester S3

Optative subjects	Adaptation to Geography and Economy (6 ECTS)		
	Adaptation to Oenology (6 ECTS)		
Wine Tourism & Marketing	Leisure and Wine Tourism (6 ECTS)	Management of Wine Tourism Firms and Entrepreneurship (6 ECTS)	Marketing & Oenotourism on Christmas Season (6 ECTS)
	Marketing of Tourism and Wine (6 ECTS)	ICT and Wine Tourism. Oenotourism 2.0 (6 ECTS)	

**WINTOUR**

<http://www.wintour-master.eu/>

# Example of good practice – sustainability

## Erasmus Mundus Master Course in European Literary Cultures



Co-funded by the  
Erasmus+ Programme  
of the European Union

Erasmus Mundus Master Course  
in European Literary Cultures

Italiano | English | Français | Greek | A A A



CLE

<http://www.cle.unibo.it/site/en/home/>



- Home
- About CLE
- Universities
- Associated Partners
- H.E.A.D.
- Application**
- Scholarships
- Mobility
- Courses
- Activities
- Useful Information
- Collaborators
- Official Results
- Students
- Gallery
- Downloads
- Contacts

List of scholarship opportunities for non-scholarship holders

### 1. CLE UNIVERSITIES/CONSORTIUM FINANCIAL SUPPORTS\* for selected students - edition 2016-2018

\*Funds are subject to the rules of every partner university and country

- Candidates wishing to participate with a CLE universities/consortium financial support must indicate, on the « Form Students 8 » of the online application, the codes corresponding to the financial support chosen (ex : A.1, A.2, A.3,.....).
- The codes (ex : A.1, A.2, A.3,.....) corresponding to the financial support chosen must be indicated in order of preference.
- Only candidates who correctly follow points 1. and 2. at the online application stage will be considered for the possible attribution of a financial support.

CODE (to be indicated on the « Form Students 8 » of the online application)	TYPE of financial support	NUMBER of financial supports available	AMOUNT	DESCRIPTION
A.1	Erasmus Mundus CLE consortium	1	€ 6.000	Financial support for the best selected PARTNER COUNTRY student. In the event that this financial support is left, it will be made available for the two best PROGRAMME COUNTRY students selected (n°2 financial supports of € 3.000). Info: <a href="mailto:lucia.manservisi@unibo.it">lucia.manservisi@unibo.it</a>
A.2	Erasmus Mundus CLE consortium	1	€ 3.000	Financial support for the best selected PROGRAMME COUNTRY student. Info: <a href="mailto:lucia.manservisi@unibo.it">lucia.manservisi@unibo.it</a>
A.3	Erasmus Mundus CLE - Università di Bologna	1	€ 3.000	Financial support for the best selected student who has chosen the Università di Bologna for his/her first year. Info: <a href="mailto:lucia.manservisi@unibo.it">lucia.manservisi@unibo.it</a>
A.4	Erasmus Mundus CLE - Université de Strasbourg	1	€ 3.000	Financial support for the best selected student who has chosen the Université de Strasbourg for his/her first year and who agrees to a Master thesis concerning French

### 2. FINANCIAL SUPPORTS OFFERED BY OTHER INSTITUTIONS\* for selected students - edition 2016-2018

\*Funds are subject to the rules of every institution and country

- Candidates wishing to participate with a financial support offered by other institutions must indicate, on the « Form Students 8 » of the online application, the codes corresponding to the financial support chosen (ex : B.1, B.2, B.3,.....).
- The codes (ex : B.1, B.2, B.3,.....) corresponding to the financial support chosen must be indicated in order of preference.
- Only candidates who correctly follow points 1. and 2. at the online application stage will be considered for the possible attribution of a financial support.

CODE (to be indicated on the « Form Students 8 » of the online application)	TYPE of financial support	NUMBER of financial supports available	AMOUNT	DESCRIPTION
B.1	PRIX FONDATION GIDE (réf. : « Autour de l'œuvre ou de l'horizon intellectuel d'André Gide »)	1	€ 5.000	Grant offered to the best selected student who has chosen the Université de Haute-Alsace for his/her first year and who agrees to a Master thesis concerning « André Gide en son temps ». A minimum B2-C1 level is required in French at the beginning of the Master's programme. Info: <a href="mailto:tania.collani@uha.fr">tania.collani@uha.fr</a>
B.2	VINCI – Université Franco-Italienne	4	€ 3.000	Financial support attributed to the best selected students who have chosen the Università di Bologna and the Université de Strasbourg OR the Université de Haute-Alsace in their

### 3. SUGGESTIONS FOR ADDITIONAL FINANCIAL SUPPORTS

To compete for the following grants, candidates must consult the websites below.

No code on the application form is required for these grants.

For additional information, please contact the following addresses.

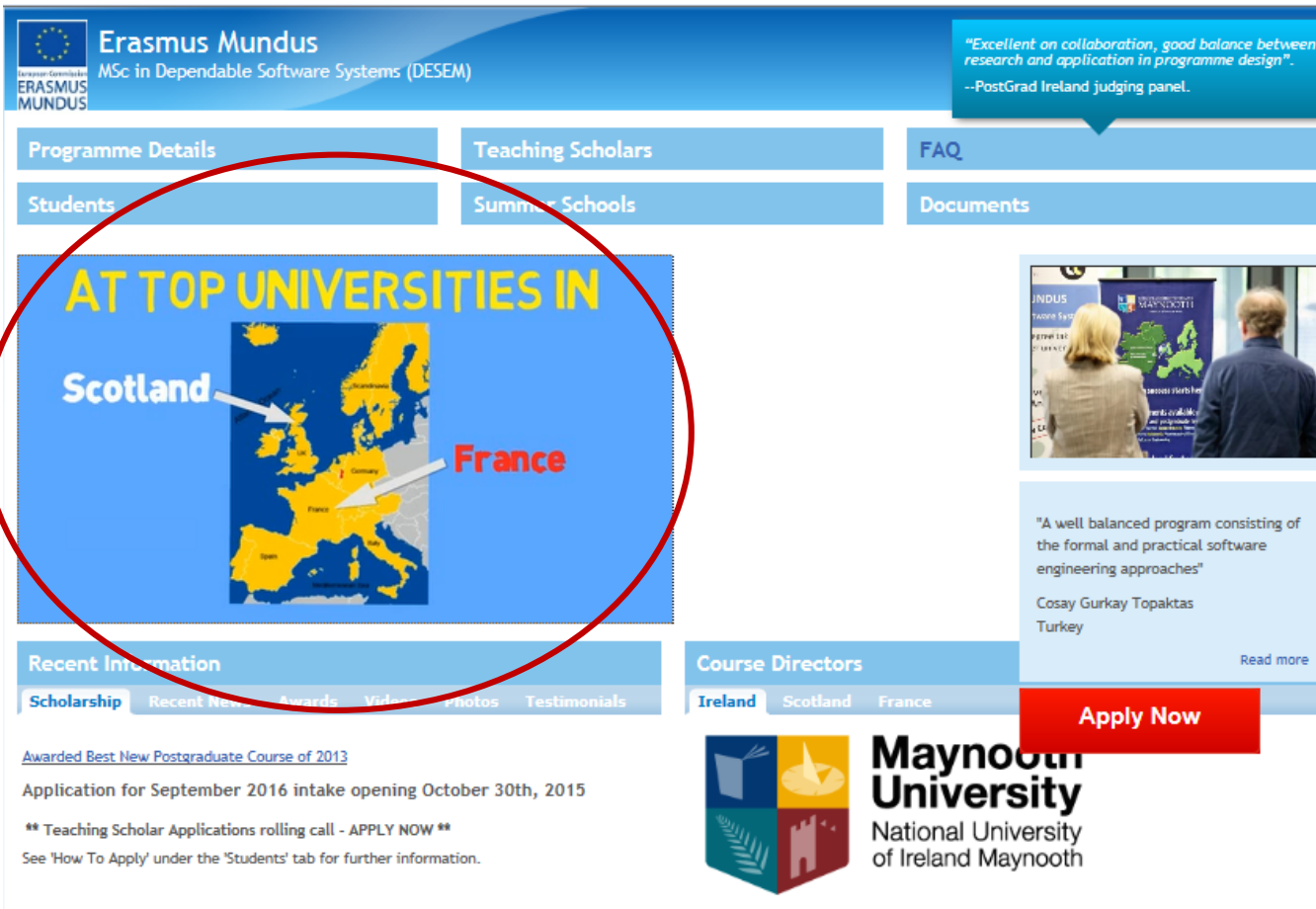
In order to facilitate their search for financial support, self-paying selected students will be provided with a letter of admission in the CLE Master's program. Please contact [lucia.manservisi@unibo.it](mailto:lucia.manservisi@unibo.it)

TYPE	DESCRIPTION AND WEB-SITE
UNIVERSITÀ DI BOLOGNA Unibo Action 1. Applications closed on April 29, 2016	Full or partial exemptions from university fees for (not Italian) students coming from one of the Program countries (28 EU countries AND Norway, Lichtenstein, Turkey, Iceland, Former Yugoslav Republic of Macedonia), who: 1. applied for the Erasmus Mundus CLE before February 29, 2016; 2. indicated the University of Bologna for their first year (academic year 2016/2017) and 3. have been selected for participating in the CLE Master's programme. <a href="http://www.unibo.it/en/services-and-opportunities/study-grants-and-subsidies/exemptions-and-incentives/full-or-partial-exemptions-from-university-fees-for-students-enrolling-in-international-degree-programmes-unibo-action-1-a-y-2016-17">http://www.unibo.it/en/services-and-opportunities/study-grants-and-subsidies/exemptions-and-incentives/full-or-partial-exemptions-from-university-fees-for-students-enrolling-in-international-degree-programmes-unibo-action-1-a-y-2016-17</a>
ER-GO (Università di Bologna)	Regional Agency for higher Studies of the Emilia Romagna region. Candidates who have chosen the Università di Bologna in their mobility plan, could apply for ER-GO scholarships and fee waiver. The scholarships and fee waiver can be awarded only during their stay at the Università di Bologna starting from September. <a href="http://www.er-go.it/index.php?id=6752">http://www.er-go.it/index.php?id=6752</a> Info: <a href="mailto:lucia.manservisi@unibo.it">lucia.manservisi@unibo.it</a>
IKY State Scholarships Foundation	Scholarships offered by the Greek Government to foreign students wishing to study in Greece <a href="http://www.iky.gr/en/press/item/789-announcement">http://www.iky.gr/en/press/item/789-announcement</a> Info: <a href="mailto:elsa23a@yahoo.gr">elsa23a@yahoo.gr</a>
MINISTÈRE DE L'ÉDUCATION SÉNÉGALAIS	Scholarships and grants offered by the Ministère de l'Éducation sénégalais to Senegalese students wishing to study abroad <a href="http://www.sgee.org/index.php?page=pg attribution Info: falloundiaye9@gmail.com and zylyza@gmail.com">http://www.sgee.org/index.php?page=pg attribution Info: falloundiaye9@gmail.com and zylyza@gmail.com</a>



# Example of good practice – promotional videos

## Erasmus Mundus MSc in Dependable Software Systems



Erasmus Mundus  
MSc in Dependable Software Systems (DESEM)

Programme Details Teaching Scholars FAQ  
Students Summer Schools Documents

**AT TOP UNIVERSITIES IN**

Scotland France

Recent Information  
Scholarship Recent News Awards Videos Photos Testimonials

Awarded Best New Postgraduate Course of 2013  
Application for September 2016 intake opening October 30th, 2015  
\*\* Teaching Scholar Applications rolling call - APPLY NOW \*\*  
See 'How To Apply' under the 'Students' tab for further information.

Course Directors  
Ireland Scotland France

**Maynooth University**  
National University of Ireland Maynooth

Apply Now

**DESEM**

[www.erasmusmundus.ie/](http://www.erasmusmundus.ie/)

# Example of good practice – testimonial videos

## European Masters Program in Language and Communication Technologies

### European Masters Program Language & Communication Technologies

#### Publicity Material

Language & Communication Technologies - Flyer

Language & Communication Technologies - Poster

Announcement for intake 2013

Language & Communication Technologies - Video (special thanks to the University of Lorraine)

**LCT**

<http://lct-master.org/>



EMLCT Program Promo (Preliminary Cut)



## Acknowledgement of EU funding

Display the **EU flag** and **acknowledge the support received under the EU Erasmus+ Programme** in all communication and promotional material



- EU logos to use - guidelines for funded projects

[https://eacea.ec.europa.eu/about-eacea/visual-identity\\_en](https://eacea.ec.europa.eu/about-eacea/visual-identity_en)



### Publications:

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# Information sources/reference documents (1)

- Erasmus+ website of the Agency  
[http://eacea.ec.europa.eu/erasmus-plus\\_en](http://eacea.ec.europa.eu/erasmus-plus_en)
- Beneficiaries space for 2016 EMJMDs  
[http://eacea.ec.europa.eu/erasmus-plus/beneficiaries-space\\_en](http://eacea.ec.europa.eu/erasmus-plus/beneficiaries-space_en)
- Erasmus Mundus course catalogue (Joint Master/Doctoral courses)  
[http://eacea.ec.europa.eu/erasmus-plus/actions/key-action-1-learning-mobility-individuals/joint-master-degrees/scholarships\\_en](http://eacea.ec.europa.eu/erasmus-plus/actions/key-action-1-learning-mobility-individuals/joint-master-degrees/scholarships_en)
- EACEA project officer in charge of your EMJMD
- EM functional mailbox: [EACEA-EM-Consortia@ec.europa.eu](mailto:EACEA-EM-Consortia@ec.europa.eu)
- EACEA synthesis report: Joint international master programmes -  
**Lessons learnt from Erasmus Mundus**  
<http://bookshop.europa.eu/en/joint-international-master-programmes-pbEC0313346/>



## Information sources/reference documents (2)

- **Good Practice Report for the Management and Administration of Joint Programmes (JOIMAN)**  
<https://www.joiman.eu/ProjectResults/default.aspx>
- The "**Joint Degrees from A to Z (JDZ)**" project: Joint Programmes from A to Z - A **reference guide for practitioners**  
<https://www.nuffic.nl/en/expertise/jdaz>
- "**EMJMDs – The story so far**" - Policy papers  
[https://eacea.ec.europa.eu/sites/eacea-site/files/2\\_policy\\_paper\\_on\\_joint\\_degrees.pdf](https://eacea.ec.europa.eu/sites/eacea-site/files/2_policy_paper_on_joint_degrees.pdf)
- **European University Association (EUA)** publications  
<http://www.eua.be/publications/>