MARKETING TOOLKIT

Strategies for Marketing International Programs
"Take only memories, leave only footprints."

- Chief Seattle
There are many ways to promote and market your study abroad program to potential participants. This toolkit provides some marketing and recruitment ideas to get you started. Remember that the most successful strategies are direct and personal.

The Education Abroad Office is happy to help you brainstorm ideas and create and distribute marketing materials.
Set a Timeline

Once you receive approval from your College/Department and the Education Abroad Office you can begin marketing your program.

Set a deadline for participant applications and work backwards from there. We recommend at least 1-2 months of active recruitment.

When scheduling information sessions for your program be sure to begin advertising them at least two weeks ahead of time - students are busy and will need advance notice to attend.
Branding

- SU's Marketing and Communications office has created many resources to help you create marketing materials that adhere to university-approved branding. This helps students recognize that your program is associated with and approved by Seattle University. Visit their [website](#) for flyer templates, logos, and other marketing and branding resources.
Branding

- Market your program to potential students by choosing a simple and appropriate title that grabs attention and interest. Make the title a telling one; avoid jargon or obscure references and aim for concepts with which students will instantly connect and understand.

- Write a description to explain the objectives of the program and the learning outcomes of the course. Use clear, concise language. Highlight the ways in which your program is educational, engaging, challenging, and fun. Let students know not just what they will be doing, but what they will gain academically, personally, and culturally from the program.
It is important for students to have access to information about your program. EAO will post your flyer once you provide it to us.

Consider creating a website that students can access through your department homepage to share information about your program with students. EAO will link to any program webpage you provide us.

Blogs and social media sites are great tools for sharing information about your program with students. Since students are accustomed to using social media sites like Facebook and Instagram in their everyday life, these sites can be a great platform for promotion. Your college and/or department likely has social media profiles you can use to promote your program.

Contact your college/department's administrative assistant and/or website content manager to learn more about creating websites or social media posts for your program.
WEBSITES TO CHECK OUT

ALBERS EU STUDY TOUR 2019
https://www.seattleu.edu/business/centers-and-programs/study-abroad/european-union/

GLOBAL NURSING OPPORTUNITIES
https://www.seattleu.edu/nursing/global-nursing-education/academic-courses-abroad/

EMOTIONAL INTELLIGENCE IN ITALY
http://www.pauseconnect.com/dolomites-eq.html
Flyers, Posters & Brochures

- Flyers, posters, and brochures should be simple and informative. Make sure that all of the most pertinent information is included:
  - title
  - program location
  - course titles and numbers
  - Program Leader contact information

- They should direct students to more program information including information sessions and website links.

- Use images of the site or past programs to grab students' attention.
Where can you post marketing materials on campus?

**RESIDENCE HALLS**
Flyers can be posted in the residence halls once approved by Housing and Residence Life. You can submit flyers to their office Campson 100 and they will distribute to each residence hall.

**CAMPUS BULLETIN BOARDS**
You can get approval from the Center for Student Involvement to post on public bulletin boards across campus. Visit their website for more information.

**EDUCATION ABROAD OFFICE**
We are happy to post and distribute flyers and brochures in our office!
Flyer Posting Locations

**STUDENT CENTER**
- 2nd Floor Bulletin Board
- 3rd Floor Bulletin Board

**LOYOLA**
- 1st Floor Bulletin Boards (2)

**PIGOTT**
- 1st Floor Bulletin Boards (5)
- 1st Floor Stairs
- 2nd Floor Bulletin Boards (2)
- 3rd Floor Bulletin Board

**LIBRARY**
- 2nd Floor Bulletin Board

**CASEY**
- 1st Floor Bulletin Board

**BANNON**
- 1st Floor Bulletin Boards (2)
- 2nd Floor Bulletin Board

**ENGINEERING**
- 3rd Floor Bulletin Boards (5)
- 4th Floor Bulletin Boards (4)

**ADMINISTRATION**
- 1st Floor Bulletin Board
- 2nd Floor Bulletin Board
- 3rd Floor Bulletin Boards (2)

**UNIVERSITY SERVICES HUT**
- Bulletin Board
Example

Note how this flyer includes all of the relevant program information (location, overview, dates, course information, and cost) as well as details about upcoming Information Sessions.
Looking for some assistance with graphic design?

Canva is an easy-to-use graphic design tool with templates to create marketing materials including flyers, posters, and social media posts.
Information Sessions

- Information sessions are an opportunity to elaborate on your program and course(s), entice students, answer their questions, share photos, and provide the syllabus.

- Invite past participants to share their experiences on the program and to provide a student perspective to potential participants.

- Plan a short presentation detailing program highlights and important information about the program (dates, course(s), activities, estimated costs, etc.) and allow time for questions at the end.

- Invite the Education Abroad Specialist to your information session to help answer questions about financial aid, the application process, pre-departure orientation, etc).
Information Sessions

Post flyers that advertise the date and time of your information session(s) around your department and other pertinent locations on campus. You can submit an electronic version of your flyer to advertise information sessions on the TV screens in the Student Center. The sessions should also be advertised on the program website and sent to relevant listervs.
Classroom Visits & Departmental Outreach

- To get the word out about your program, it can be helpful to visit classes within your department and those in other departments that cover material related to your program topics.

- General Electives and UCore classes help you reach the widest audience and maximize your time.

- Classroom visits should be brief and concise (5-10 minutes). Bring flyers so that interested students can follow up and learn more about your program and/or attend a future information session.

- Enlist the help of faculty and advisors to help spread the word about your program. Faculty and staff have direct contact with students and can be a good resource for connecting students with your program.

- Don't forget to give flyers and program information to professional advisors on campus.
ENLIST CURRENT AND PREVIOUS STUDENTS TO HELP SPREAD THE WORD TO THEIR PEERS
WE'RE HERE TO HELP!

THE EDUCATION ABROAD OFFICE IS HAPPY TO HELP YOU DEVELOP A MARKETING PLAN AND FLYERS.

CONTACT US AT EDUCATIONABROAD@SEATTLEU.EDU

GOOD LUCK!