

# E1 - Managing International Education: Marketing & Student Recruitment

## Subject Outline

Marketing and recruitment is an important part of the international education industry. Without it, there would be fewer international students and, in turn, international education would almost certainly not be one of Australia's top exports. In E1 Managing International Education: Marketing and Recruitment, you will learn about the fundamentals of marketing; the relevance of the application process to marketing and recruitment; and the elements of effective marketing.

## Objectives

Upon completion of this subject, you will have demonstrated your ability to:

- Establish and maintain agent and client networks for international student recruitment
- Establish and apply procedures for assessing applications of international education candidates
- Manage schedules for marketing, and recruitment of international student candidates
- Develop plans and strategies for recruitment and selection of international students
- Manage the quality of international student recruitment and selection services

## Subject Index

### 1.0 – Marketing Fundamentals

- 1.1 SWOT Analysis
- 1.2 The Product
- 1.3 Branding
- 1.4 Promotional tools
- 1.5 The People
- 1.6 Agent and client networks
- 1.7 Extension

### 2.0 – The Application Process

- 2.1 Application procedure
- 2.2 Lodging an application
- 2.3 Assessing applications
- 2.4 Offer packages
- 2.5 DIAC requirements
- 2.6 Customer service
- 2.7 Communication and record keeping
- 2.8 Application checklist
- 2.9 Extension

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## 3.0 – Effective Marketing

- 3.1 Marketing plans
- 3.2 Risk management
- 3.3 Compliance
- 3.4 Sources of information
- 3.5 Review and evaluation
- 3.6 Extension

### Tutor

#### Chris Evason

Having worked in international education for 15 years, in the School, VET, ELICOS and Higher Education sectors, and marketed for institutions in all sectors, Chris has an extensive knowledge of the marketing environment facing international education providers. Understanding the relative strengths and weaknesses of the range of institutions and marketing strategies currently employed in international education, he provides specialised expertise in this subject.

### What is expected of me as a student?

While the Diploma is delivered entirely online, you will benefit from opportunities to interact and network with your classmates. You are expected to participate in Focus Tasks and Discussions Boards – this lets your tutor know that you are managing the material. Participation also means your work can be checked and verified for authenticity. The more you interact, the more benefits you will derive from meeting others online, and sharing information and ideas.

You also need to manage your time to ensure you can complete exercises and assessment activities. You should expect to devote 3-5 hours per week to each subject, depending on your computer skills and the time it takes to read source material.

While you can work at your own pace, there is a sequence to the subject, and deadlines for group tasks and assessment. Your tutor can also support you more effectively if you are up to date with your work.

### Assessment

Assessment is based on the subject's learning materials. There are three Assessment Activities required in this subject. These are due in weeks 5, 10, & 14