MARKETING YOUR CUSTOMIZED PROGRAM – FILLING THE SEATS!

DESIGNING YOUR PROGRAM

Marketing your study abroad program begins the moment you start brainstorming. Here are a few questions to ask yourself so that you can design a course that will appeal to a wide range of students, sounds fun, will help fulfill academic requirements and will fit into student’s schedules.

Academics

• What credits or requirements can be completed by this course?
• What major(s) will be interested in this course?
• Will we bring one or two attending faculty members? How many students will each faculty member be able to recruit?
• How can I adapt the course to appeal to the widest variety of students possible?
• What will I name my course? Keep in mind that the title of the program plays an important role in attracting students, so it should be catchy – but it should also be something students will want to appear on their transcript.

Destination

• Is the destination fitting to the course?
• How will students benefit from studying this topic in this location?
• What about this area am I the expert on and what should I rely on the provider to plan?

Financial Requirements

• What price range will appeal to students?
• How can I keep the program within that range?
• What “extras” are part of the course and what would just be fun to include?
• When will I offer this course? Is that a good time for students? Remember to think about holidays, work schedules and academic calendars.
PCC FACULTY-LED PROGRAM WORKSHOP – OCTOBER 16, 2015
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11 WAYS TO BOOST ENROLLMENT

The number one factor in getting students to enroll in your program is YOU. The faculty member’s enthusiasm for the topic is what makes a program run! That said, there are lots of ways to get the word out and to start signing students up.

1. Advertise on PCC’s Study Abroad website and in print brochures
2. Advertise at PCC’s Study Abroad fair
3. Announce your program during your classes
4. Network with faculty members to promote the program with their students or if possible, personally visit other classes
5. Send email announcements to students, and include testimonials from students who completed other faculty-led trips
6. Schedule information sessions for potential participants. If planned sessions won’t work, consider a short video by you and the local provider staff.
7. Request promotional fliers from the provider partner to post on campus and in faculty offices
8. Set up an information table at student events or high traffic places on campus
9. Post an article about your program in the campus paper and on school-affiliated social networking sites, including Facebook, Twitter, Tumblr, and Instagram
10. Make announcements at weekly meetings and post information on listservs of student organizations – especially those interested in international causes, such as an international student association and volunteer groups

and....... 
11. Engage with interested students and ask THEM how to get the word out and to assist. Peer-to-peer promotion is key!