
**Opportunity for UK universities:
Promote your short-term courses in the British Council “University Short-term Study
Guidebook” to be published in Japan**

The British Council, Japan will publish the second edition of our highly popular **University Short-term Study Guidebook** in January 2017 and we are offering up to 22 universities space to promote their programmes.

This initiative is in response to the significant recent growth in the university short-term study abroad market in Japan. According to the Japan Student Services Organisation (JASSO):

- The number of Japanese university students studying abroad on short-term courses (from 1 week to 1 year) has doubled since 2010 with over 80,000 students enrolling on short-term programmes in 2014/15.
- In 2014/15, more than 6,800 Japanese university students enrolled in short-term courses at UK universities, an increase of more than 20% since 2012/13.

This trend has been spurred by new government scholarships for short-term study and increasing demands from the business sector for graduates with experience of living and studying overseas. The short-term market is likely to see continued growth in the coming years as more Japanese universities adjust their academic calendar to allow students to enrol in summer/spring courses overseas.

About the Guidebook

This publication seeks to sustain and improve the UK's share of the short-term market by highlighting the quality and variety of courses on offer. UK universities offering summer/spring courses, Junior Year Abroad, or Study Year Abroad courses are invited to promote their programmes in the guidebook.

Target Market

- Current Japanese university students interested in short-term study abroad opportunities (spring/summer courses, Junior Year Abroad, and Study Year Abroad courses)

Guidebook Contents

- Introduction to university study in the UK and the various study options available (prepared by the British Council)
- A map of the UK showing the location of participating institutions (prepared by the British Council)
- Institution profiles and course information (up to 22 institutions listed in alphabetical order).

Each profile page will consist of:

- Institution name, logo, and contact details
- Brief information on the institution (up to 150 words)
- Course information including dates, tuition fees (up to 200 words)
- Up to three photographs per profile (the British Council will select 1-3 photographs that best fit the space)

Guidebook specifications:

- Dimensions: W169mm x H229mm
- Total pages: 28, all colour
- Print run: 3,000 copies
- Shelf life: 12 months (late-January 2017 to late-January 2018)

Distribution plan

Printed version (3,000 copies)

The guidebook will be distributed through the following channels:

- British Council student-facing events including two Education UK Exhibitions (March and October, 2017)
- In-house study abroad seminars at the British Council, Tokyo (6 seminars throughout 2017)
- External study abroad events organised by universities and schools throughout Japan (20-30 events in 2017)
- British Council front of house display
- Direct posting to Japanese universities and local study abroad agents upon request

On-line version

The guidebook will be featured on the British Council Japan's main website for promoting study opportunities in the UK in easy-to-view PDF format. The link will be advertised at regular intervals through the following channels:

- British Council corporate e-flyer (11,000 subscribers), Facebook (14,000 likes) and Twitter (12,600 followers) accounts
- Japan Official IELTS Facebook page (4,600 likes) and IELTS Japan Official blog (average monthly unique users: 2,000)
- Education UK monthly e-newsletter (1,900 subscribers)
- British Council IHE e-newsletter (1,200 subscribers – mainly university international office staff)
- British Council Teaching Centre monthly e-newsletter (3,100 subscribers)

Reference Material

- University Short-term Study Guidebook 2016 edition: <http://issuu.com/bceastasia/docs/univ-short-term-guidebook-2016-17?e=0/34663947>

Cost:

- One profile page: £600 (translation and design fee inclusive)*
**exclusive of applicable VAT. Invoices will be sent in early February 2017.*

Production schedule

- Deadline for booking space: 24 October 2016
- Deadline for text/images: 7 November 2016
- Publication: late-January 2017

Applications

- Applications will be accepted on a first come first served basis. To reserve a space, please complete the attached application form and send to: JP_BC-SIEM@britishcouncil.org by **24th October 2016**.

Contact

If you have any enquiries about this opportunity please write to:

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