

Promote your short-term courses in the British Council Japan's University Short-term Study Guidebook 2018/19

The British Council Japan will publish the third edition of our highly popular **University Short-term Study Guidebook** in February 2018 and we are offering up to 24 universities space to promote their programmes.

The university short-term study abroad market has seen significant growth in recent years and this publication aims to improve the UK's share of the short-term market by highlighting the quality and variety of courses on offer. UK universities providing summer/spring courses, Junior Year Abroad, or Study Year Abroad courses are invited to promote their programmes in the guidebook. 3,000 copies of the guide will be distributed at British Council student-facing events throughout 2018 including our flagship Study UK exhibitions, while a digital version of the guide will be promoted widely through a dedicated campaign to coincide with the launch of the publication.

Benefits of participating

- **Access a large and growing market:** growth in the short-term university course market has been significant in recent years and demand is likely to remain high.
- **Cost effectiveness:** hard and soft copies of the guide will be marketed widely through the British Council's promotional channels making this a cost-effective way of reaching the target audience without having to travel to Japan.
- **Association with the British Council:** the British Council has a long-established reputation among university staff and prospective students in Japan for the provision of trustworthy and reliable information on study opportunities in the UK.

Market Background

There has been marked growth in the short-term university course market since 2010. 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 84,000 students enrolling on short-term programmes in 2015/16.
- In 2015/16, the UK's market share fell slightly due to strong competition from Canada and

Australia yet it remains a popular destination with more than 6,200 Japanese university students enrolled in short-term courses at UK universities. This is an increase of over 50% since 2010/11.

The growth in the short-term study abroad market has been spurred by 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 enroll in summer/spring courses overseas.

About 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 24 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 images per profile (the British Council will select 1-3 images that best fit the space)

Guidebook specifications:

- Dimensions: W169mm × H229mm
- Total pages: 32, all colour
- Print run: 3,000 copies
- Shelf life: 12 months (February 2018 to late-January 2019)

Distribution plan

Printed version (3,000 copies)

The guidebook will be distributed through the following channels:

- British Council student-facing events including two Study UK Exhibitions (Mar/Oct 2018)
- In-house study abroad seminars at the British Council, Tokyo (4 seminars in 2018)
- External study abroad events organised by universities throughout Japan (approx. 20 events in 2018)
- British Council front of house display
- Direct posting to Japanese universities and local study abroad agents upon request

Digital version

The digital version of the pamphlet will be promoted through the following British Council and external media platforms:

- Featured articles in monthly e-newsletter to prospective study abroad students (2,750 subscribers)
- British Council corporate e-flyer (11,000 subscribers), and social media accounts
- Japan official IELTS Facebook page (5,200 likes) and IELTS Japan official blog (average monthly unique users: 2,000)
- British Council IHE e-newsletter (1,200 subscribers)
- British Council Teaching Centre monthly e-newsletter (3,100 subscribers)
- Direct emails to institutions throughout Japan. Institutions will be encouraged to share the link to the guide with their students and post on their websites.

Reference Material

- University Short-term Study Guidebook 2017/18 edition:

<https://issuu.com/bceastasia/docs/univ-short-term-guidebook-2017-18>

Participation fee:

- One profile page: £600 (translation and design fee inclusive)*

10% discount offered to those institutions that participated in the 2017/18 edition.

All costs are exclusive of applicable VAT. Invoices will be sent in February 2017.

Production schedule

- Deadline for booking space: 24 October 2017
- Deadline for text/images: 7 November 2017
- Publication: February 2018

Applications

- Applications will be accepted on a first-come first-served basis. To reserve a space, please complete the attached booking form and send to JP_BC-SIEM@britishcouncil.org by **24th October 2017**.

Contact

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

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