

MBA Tour and Digital Campaign Japan Korea 2018

The British Council is delighted to invite UK institutions to participate in our **MBA Integrated Campaign: both face to face activity and digital marketing** running in Japan and Korea this autumn. Business & Administrative Studies has been a particularly popular subject area for both Japanese and Korean students recruiting 1,500 students in average for both markets annually. More specifically, the MBA enrollment has been stable for the past five years and we anticipate an increase in both markets as major employers and local government offices see MBA as a key in acquiring global communication and negotiation skills to expand their business in wider Asian and European markets. The British Council will run digital campaign for two weeks prior to the offline event by utilising effective digital platforms such as Facebook and Instagram along with some local friendly channels like Kakao Talk in order to maximise the attention towards the event. The offline event will consist of consultations, taster lecture, group discussions, and star alumni's one-day career mentoring so that prospective students can obtain enough information by meeting with not only UK institutions but also local industry experts. Please see below for detailed market context for each country.

Market context

Japan

- With a shrinking domestic market and an uncertain outlook in the world economy, there is growing demand from Japanese firms for employees who have 'global skills' and who can think and act innovatively. There is also strong demand for management and leadership skills as Japanese firms look to expand their operations overseas and boost their global competitiveness. Meanwhile, the job market itself is becoming more fluid with companies increasingly taking on mid-career hires. All of these trends are helping to boost interest in MBA programmes in Japan.
- According to HESA, in 2017, Business and Administrative Studies was the second most popular subject area for Japanese students studying in the UK at PG level (295 students in 2017).
- Business and Administrative Studies was the most popular subject area among the 750+ visitors to the October 2017 Study UK Exhibition.

Korea

- UK institutions have attractive selling points: Entry/requirement level for UK MBA courses tend to be lower than the ones in the U.S, and studying in the UK is cost and time effective. Interest for UK MBA courses are increasing with positive feedback from employees of major corporations. Lastly, Triple Crown Accredited (AACSB, AMBA, EF) institutions are more based in the UK.
- From employers' point of view, global communication and negotiation skills are required for their employees to expand their business in wider Asian and European markets. Many employers and government offices sponsor their employees and civil servants to study MBA, and give 100%

funding. Also, Chevening scholarship is available for prospective students in PG level which can help boost the number of MBA.

- HESA and Study UK statistics reflect the solid interest in Business Administration/MBA programmes: This subject was the second most popular for Korean students recruiting 1,105 students in 2016/17.
- Business administrations/MBA is one of the top five subjects Korean students choose when they decide to study abroad. MBA programmes are widely popular among young professionals hoping to upscale their resume before moving to major corporations.

Benefits to UK institutions

- **Profile-raising through digital campaigns reaching a wide audience of prospective students.** The MBA market is becoming increasingly competitive in East Asia with more domestic providers offering a wider variety of study options (part-time MBAs, blended learning, delivery in English and/or the local language). With competition intensifying now is a crucial time for UK institutions to promote your offer.

- **Direct engagement with prospective students at face-to-face events.** Prospective students in Japan and Korea prefer to meet university representatives and ask questions face to face before selecting their study abroad destination/course. This event therefore provides a great opportunity for direct engagement and conversion of students.

Format

Digital Marketing Campaign

Location	Delivery	What's included
Japan	August, 2018	<p>1. Targeted Mailshot (2 institutions introduced per mailshot) 2. Facebook Boosted Post (1 post per institution)</p> <p>The event will promoted widely through the below channels:</p> <ul style="list-style-type: none"> - Paid adverts on British Council Facebook/Twitter accounts - British Council Study UK Newsletter - British Council Alumni Network Newsletter - British Council Alumni Network LinkedIn group - Mailshots to Japanese universities, study abroad agents, British Chamber of Commerce in Japan
Korea	August, 2018	<p>Targeted Mailshot (2 institutions introduced per mailshot) 2. Facebook Boosted Post (1 post per institution) 3. Kakao Talk Push Message (1 post per institution) 4. Full page ad blog post on British Council blog "Study UK" section</p> <p>The event will promoted widely through the below channels:</p>

<https://education-services.britishcouncil.org>

		<ul style="list-style-type: none"> - Paid adverts on British Council Facebook/Instagram accounts - British Council Study UK Newsletter - British Embassy/Council Alumni Network Newsletter - Mailshots to Korean universities, study abroad agents, British Chamber of Commerce in Korea, local corporations
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Face to face recruitment event

Location	Date	Participating Institutions	Anticipated audience	What's included
Japan (Tokyo)	2nd Sep 2018, 2-5pm	Up to 6	40+	1. Booth for student consultation (table, 6 chairs, wifi, power supply, no back panel)
Korea (Seoul)	31 st Aug 2018, 6-9pm	Up to 8	60+	2. Presentation slot (10-15mins) 3. Institution profile in event guide

Participation fees

Japan: £1,325

Korea: £1,300

All fees are exclusive of applicable VAT

How to apply

To reserve a slot, please complete the booking form below and return it to the address below. Applications will be accepted on a first-come first-served basis.

Youngah Kim (Education Services Manager) British Council in Korea

Youngah.kim@britishcouncil.org

Booking Form: MBA Tour and Digital Campaign Japan Korea 2018

Please send completed forms as a scanned PDF file to: Youngah.kim@britishcouncil.org

Name of institution	
Authorised person	
Email address	
<input type="checkbox"/> Please check this box if your institution meets the British Council International Education Services criteria https://education-services.britishcouncil.org/eligibility-criteria	

Please tick the appropriate box(es) in the table below.

Option	Fee
MBA Tour and Digital Campaign Japan	<input type="checkbox"/> £1,325*
MBA Tour and Digital Campaign Korea	<input type="checkbox"/> £1,300*

*All fees are exclusive of applicable VAT

Declaration

I confirm that the above named organisation does want to take part in the MBA Tour and Digital Campaign Japan Korea 2018 (options ticked above). I understand that if this application is accepted that the terms and conditions listed below will form a binding contract between this organisation and the British Council.

_____ (signature of applicant) _____ (date)

Terms and Conditions

Eligibility

All participating institutions must meet the British Council International Education Services criteria <https://education-services.britishcouncil.org/eligibility-criteria>

Selection

Applications will be accepted on a first-come first-served basis. Institutions will appear in alphabetical order by institution in all promotional materials.

Acceptance

Delivery of the project is conditional on the British Council receiving a sufficient number of applications. Institutions will be sent confirmation of acceptance once sufficient numbers have been received.


Payment schedule

The British Council will invoice all institutions for the participation fee in September 2018.

Cancellation Policy

The below cancellation fees will be charged for withdrawal from the activity, as of the date of receipt of notice of withdrawal.

<https://education-services.britishcouncil.org>

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- 50 per cent of the participation fee for withdrawals received on or after **1st August 2018**.
 - 100 per cent of the participation fee for withdrawals received on or after **15th August 2018**.

Notice of withdrawal must be supplied in writing by email to Youngah.kim@britishcouncil.org