

University Short-term Study Marketing Campaign Japan 2019

UK universities interested in recruiting students for short-term programmes (summer programmes, study abroad programmes, language programmes) are invited to join the British Council's **University Short-term Study Marketing Campaign Japan 2019**. This campaign represents an excellent opportunity for institutions to build brand awareness and showcase your courses at a time of continued growth in the short-term market.

Benefits of participating

- **Cost effective way of reaching a large and growing market:** the university short-term study market (summer programmes, semester abroad, JYA) has grown exponentially in recent years with over 96,000 students enrolling on short-term programmes overseas in 2016 (JASSO). This campaign 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.
- **Raise the profile of your short-term programmes** through both online (Study UK channels) and offline media (printed guidebook).
- **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 Context

- The university short-term study market (summer programmes, semester abroad, JYA) has seen tremendous growth in recent years with total numbers increasing from 42,000 in 2010 to 96,000 in 2016 (JASSO). The UK is a popular study destination for short-term students with numbers rising from 4,084 in 2010 to 5,827 in 2016.
- Expansion in the short-term market has been driven by a host of factors including, government scholarships for short-term study, continuing strong demand from industry for graduates with 'global skills', improved counselling and support offered by home institutions, academic calendar revisions allowing easier access to overseas courses, and a growing general awareness among students/influencers of the importance of gaining study abroad experience before graduating.

Campaign Format

This is an integrated marketing campaign that will run through the below online and offline channels:

Item	Delivery	What's included
University Short-term Study Guidebook	Feb 2019	<ul style="list-style-type: none">• Profile page in University Short-term Study Guidebook 2019/20*<ul style="list-style-type: none">- 3,000 hard copies to be distributed at British Council student-facing events and at external study abroad events held throughout Japan in 2019.- Digital version of guide to be promoted widely via British Council online channels throughout 2019.
Digital marketing	Apr 2019	<ul style="list-style-type: none">• Targeted Mailshot (2-3 institutions introduced per mailshot)• Facebook Boosted Post (1 post per institution)

Target audience

- University students and their parents, University counsellors, Agents

***About the Guidebook**

Contents

- Introduction to short-term study options in the UK (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 20 institutions listed in alphabetical order).

Each profile page will consist of:

- Institution name, logo, and contact details
- Brief information on the institution (up to 100 words)
- Course information including dates, tuition fees (up to 150 words)
- Up to three images per profile (the British Council will select 1-3 images that best fit the space)

****Profile text will be translated into Japanese by the British Council. Profile pages will be designed by the British Council and will incorporate images and logo provided by the institution.****

Guidebook specifications:

- Dimensions: W169mm × H229mm
- Print run: 3,000 copies
- Shelf life: 12 months (Feb 2019 to Feb 2020)

Reference Material

- University Short-term Study Guidebook 2018 edition:

https://issuu.com/bceastasia/docs/univ-short-term-guidebook-2018-19?_ga=2.262771211.627904972.1541648093-635434413.1472182499

Campaign Delivery Schedule

Guidebook: to be published in late February 2019

Digital promotion: to run in April 2019

Participation fee: £900

How to apply

Applications will be accepted on a first-come first-served basis. To reserve a slot, please send completed application forms to the address below by **30th November 2018**:

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



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