



# INTERNATIONAL EDUCATION CONFERENCE

3-4 December 2019

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Louise Connor  
Marketing & Communications Manager  
University of Dundee

#IES2019

[www.britishcouncil.org/education-services](http://www.britishcouncil.org/education-services)

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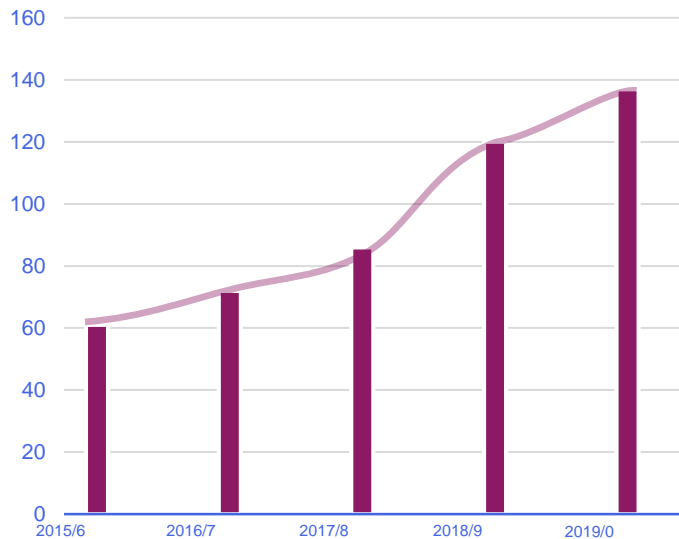


**Oxford**  
International  
Education Group



# New overseas matriculations: 2015/16 – 2019/20

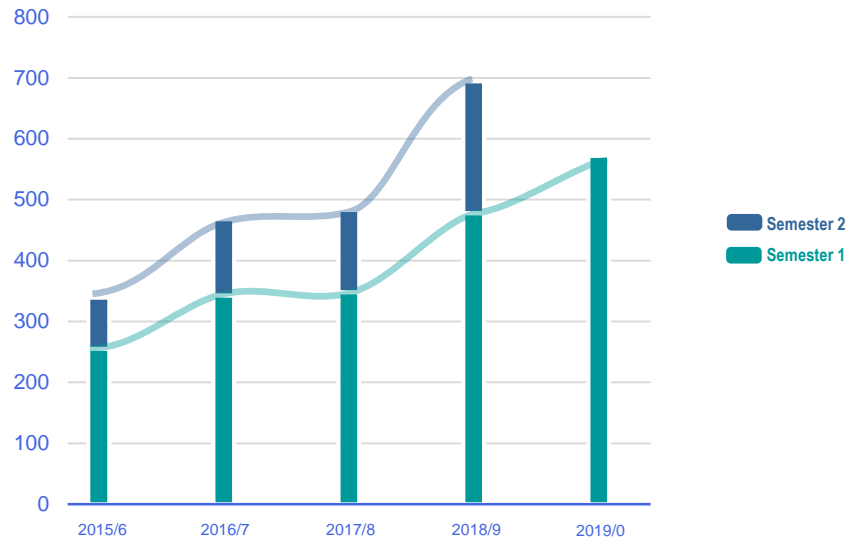
## Overseas Uncontrolled Undergraduate



**Notes:**

- Excludes ICD, Partnership programmes, Apprenticeship programmes, Clinical skills (Medicine and Dentistry) and Wuhan programmes.

## Overseas Postgraduate Taught by Semester



**Notes:**

- Excludes PDGE Education programmes, Partnerships, DASMAN and Off-Campus Dentistry programmes.

Source: SITS 22.10.19



# Study in the UK

One of the world's most popular destinations for international students, with over 500,000 enrolling each year\*

Photography by Shahbaz Majeed – [framefocuscapture.co.uk](http://framefocuscapture.co.uk)

\*UCAS – Studying in the UK





Dundee's Law Hill

# Study in the UK

- internationally recognised for quality of education
- multicultural society
- enjoy a great lifestyle:
  - countryside
  - vibrant cities
  - historic sites
  - music
  - culture



Traditional highland dancing

# Study in Scotland

Scotland has more world-class universities per head of population than anywhere else in the world





# City of Dundee

Dundee is ranked alongside Hong Kong, Corsica and Antarctica as one of 19 **“must see”** places to visit by *National Geographic*



Study in Dundee

Founded in  
1967, we are  
one of the UK's  
top 30  
universities\*

The Times/Sunday Times Good University Guide 2020 and





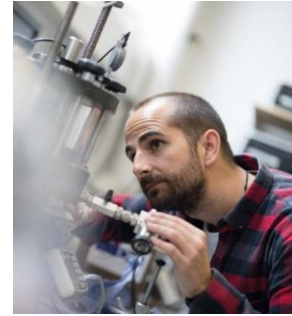
## Our campus in a vibrant student city

- 12,500 students on campus
- campus in the city
- en-suite student halls, sport facilities, world-leading laboratories
- award-winning student union



# Rankings

- A world top 250 university  
Times Higher Education 2020
- University of the Year for Student Experience  
The Times and Sunday Times Good University Guide 2020
- Top 10 in UK  
National Student Survey 2017, 2018, 2019
- No.6 globally  
International Student Barometer 2018
- No.3 in UK for teaching satisfaction  
Guardian University Guide 2020





**Dundee is  
the  
sunniest  
city in  
Scotland**



# V&A Dundee





## Arts and culture in Dundee

- Dundee Contemporary Arts
- Dundee Rep Theatre
- McManus Galleries
- RRS Discovery (the ship built in 1901 for Captain Scott who travelled to the Antarctic)
- Dundee Science Centre
- Transport Museum
- Frigate Unicorn
- estimated over 300 pieces of public art across the city





## Social Life

- late-night bars and clubs
- booming live music scene
- traditional pubs mixed with contemporary bars
- shopping centres
- international food stores/ supermarkets
- restaurants from all over the world
- laid-back cafés
- fast food
- fine dining Scottish cuisine



# Dundee – A city getting worldwide recognition..

- *“A new cultural capital for a new Scotland..”* -**Condé Nast Traveller**
- *“There’s never been a better time to visit the Scottish coastal city”* -**National Geographic**
- *“Dundee – A little pot of gold at the end of the A92”* -**The Guardian**
- *“The coolest little city in the UK”* -**GQ Magazine**
- *Hailed the ‘cultural comeback kid’ and named as one of the seven most ‘design-savvy’ cities in the world* -**CNN**
- *One of the top ten ‘hot destinations’ for world travellers in 2018* -**Wall Street Journal**
- *“An up-and-coming cultural hub..”* -**Bloomberg Pursuits**
- *The UK’s first UNESCO City of Design* -**UNESCO Creative Cities Network**





# Dundee...Where?



# Where is Dundee?

By train to Dundee:

- Edinburgh - 1 hour
- Glasgow - 1 hour 30 mins
- London - 6 hours

By flight to Scottish airports:

- Amsterdam - 1 hour 30 mins
- Paris - 1 hour 45 mins
- London - 1 hour



# Dundee...What do you know?



# Getting our message out there

**Public perception**

REPUTATION  
AUTHORITY  
IMAGE

PERCEPTIONS

**Stakeholders**

CONVERSATIONS

IDENTITY

CULTURE

RELATIONSHIPS

NARRATIVE

**Organization**

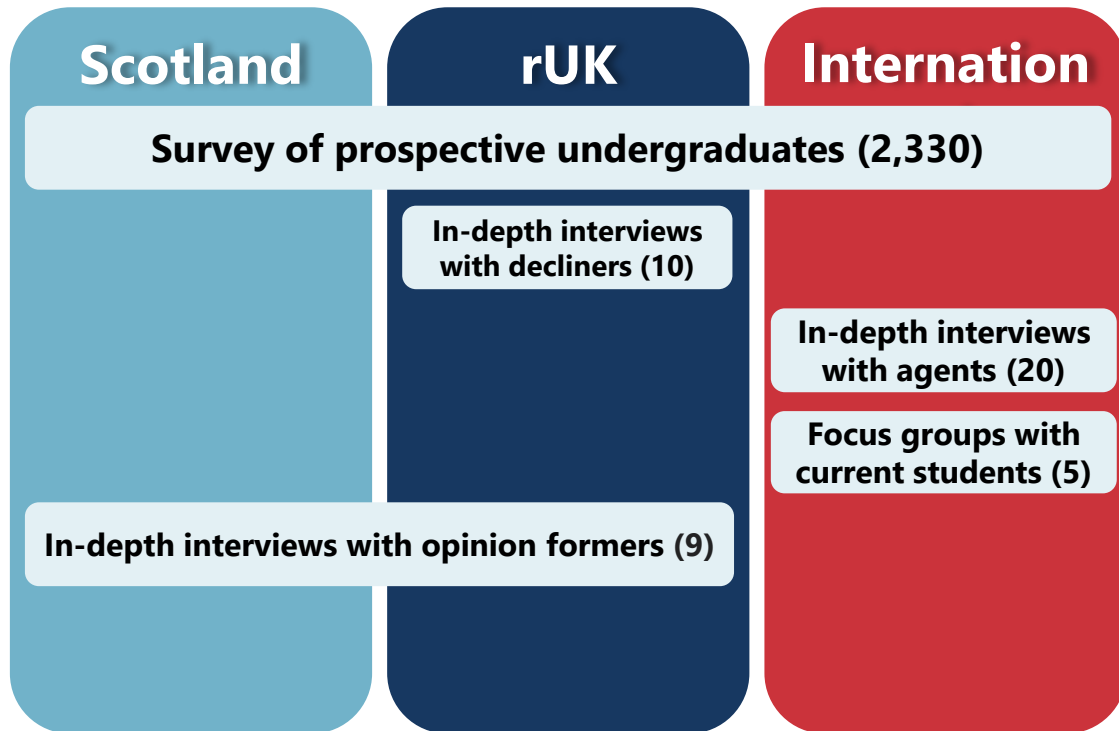


## Our purpose



Transform lives,  
locally and  
globally through  
the creation,  
sharing and  
application of  
knowledge

# Brand perception review





Dundee – one of the world’s “must visit” places: *The Wall Street Journal* and *Lonely Planet*

“Scotland’s coolest little city”: *GQ*



# Brand framework

## Core purpose

To transform lives globally and locally, through the creation, sharing and application of knowledge

## Values

Working together

Integrity

Valuing people

Making a  
difference

Excellence

## Messaging themes

Research with impact

Excellent student experience

Community campus in the city

## Brand essence

Together we transform lives

# Visual Identity

Named in honour of Mary Anne, clean grotesque sans serif with contemporary proportions and clarity of curves; with industrial references (C a) and historical detailing (Q).

Baxter Sans can act as an intelligent connection between the university of Dundee's present – and its history as a modern university.





## Discover the UK's "coolest little city"

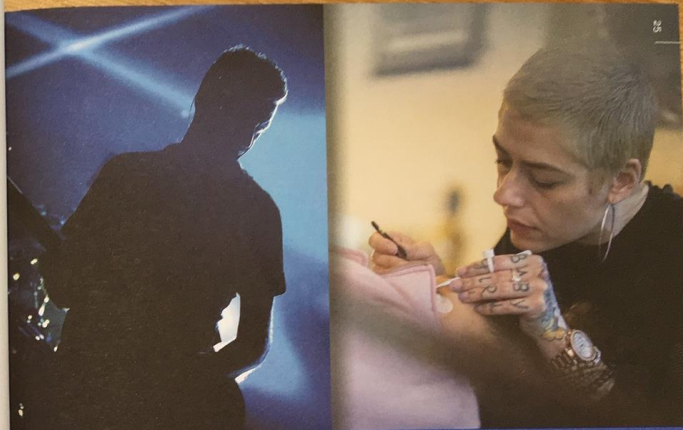
(GQ Magazine)

Of course Dundee has all of the larger chain shops and restaurants, but the thing that makes the city really special is the love and energy that has been put into local businesses. Contemporary restaurants, independent eateries, bars and social spaces surround the University. They are easy to find but hard to leave.

Dundee is a hive for students both home and away, full of life, excitement and an abundance of eccentric bars and cosy snugs that create the perfect atmosphere for enjoying your favourite food and drink. Comforting pub classics, healthy treats, international cuisine and days spent out with friends will fuel your body and mind.

Finding the lifestyle you want is easy when you live in such an inspiring, friendly city.

Student blogger, Daniella, wrote about her favourite coffee spots in the city [uod.ac.uk/diaryofacoffeeaddict](http://uod.ac.uk/diaryofacoffeeaddict)



"I love all the live music venues that there are in Dundee. Every single night of the week there will be an open mic night somewhere, and on Thursday, Friday and Saturday you'll find a different band playing at a different venue around the city. That variety right on your doorstep is amazing."

Jack Crozier  
BSc Forensic Anthropology graduate







University of Dundee

Undergraduate  
Prospectus 2020

Discovery awaits...

One of the UK's  
Top 30 Universities

The Times / Sunday Times  
Good University Guide 2019 and  
The Guardian University Guide 2019

...what I  
remember  
the most  
are the  
sunsets

DJCAD graduate

*Dundee has more hours  
of sunshine than any  
other Scottish city.*  
[dundee.gov.uk](http://dundee.gov.uk)

## Your life in Dundee

A safe and affordable small city like Dundee is the ideal place to study. With the city currently undergoing a £1 billion transformation, it's an exciting place to be.

- Dundee's population is around 150,000. With students making up 15% of the population, our city is geared towards student life and there's always lots of great things to do.
- The V&A Dundee, Scotland's first design museum, will soon open on the spectacular banks of the River Tay, on Dundee's regenerated waterfront.
- Our campus is right in the heart of Dundee's vibrant and fun West End, with shops, cafes, restaurants and bars all on your doorstep.
- Interested in Dundee as a hot new travel destination? It's also growing with the Well Food Festival, a celebration in Scotland's 'coolest city' and one of their top 10 'hot destinations'.



- University of Dundee
- BIS Discovery
- V&A Dundee
- Card Hall
- McManus Gallery
- Dundee Contemporary Arts
- Sisson Gardens
- Overgate shopping centre
- Wellgate shopping centre
- Tesco Riverside supermarket
- Verde wine and bar attraction
- Orkney Thompson Zoology Museum
- Clark's 24 Hour Bakery
- Sleeperz hotel
- Premier Inn Hotel
- Apex hotel
- Dundee Science Centre
- The Braes bar and restaurant
- The Broxy Cow bar and restaurant
- The White Soccer cafe
- Nando's restaurant
- Bus station
- Train station
- Thomas Bawneing Pool
- Miss Mexican restaurant
- Lidl supermarket
- Brimont student accommodation
- Healthier student accommodation
- Seabree student accommodation
- West Park student accommodation
- Matthews Foods, and Mancharan Restaurant
- Greens supermarket
- Magdalen Green

"Because Dundee is not that big, I can walk anywhere I need to. I seldom need the bus or public transport. Everything is close by - the city centre is next to the university and within walking distance to my place."

Qian Wu Lim is from Singapore  
She is studying BSc Biomedical Sciences



## Introducing Scotland

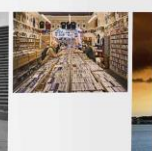
Fantastic culture, beautiful landscapes and famously friendly people - Scotland has passion and innovation at its heart, and these are just some of the reasons why it's an amazing place to live and study.



Scotland is rich in history and culture but is one of the most progressive and forward-thinking nations in the world.



You've discovered a hidden gem. The Well Court is a hidden gem in the heart of Dundee, a perfect place to get the best of both worlds.



University of Dundee

Your Dundee  
Your Scotland



# Your Dundee Your Scotland

A World **Top 200** University  
(Times Higher World University Rankings 2018)

**8<sup>th</sup>** in the UK for **student experience**  
(National Student Survey 2018)

We offer a **£5,000 discount** per year  
on tuition fees through our Global  
Excellence Scholarships.

The **highest score globally**  
for 'satisfaction with support'  
(International Student Barometer, Autumn 2017)



University of Dundee



Community



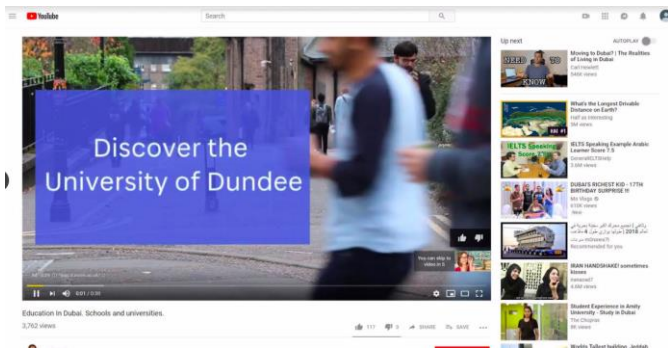
# Resource Alignment

# Regional Planning Groups





# #DiscoverDundee



[www.britishcouncil.org/education-services](http://www.britishcouncil.org/education-services)



University of Dundee

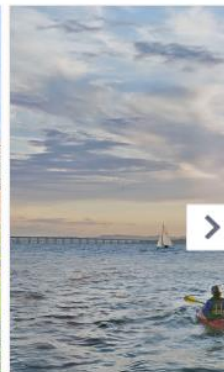
Sponsored · 🌐

Discover the University of Dundee – a university that’s small enough to know everyone, big enough to broaden your horizons. #DiscoverDundee



Enroll at the University of Dundee today

Learn More



Live and study in Scotland

👤 Suresh Shrestha



Like



Comment



Share



# Objectives

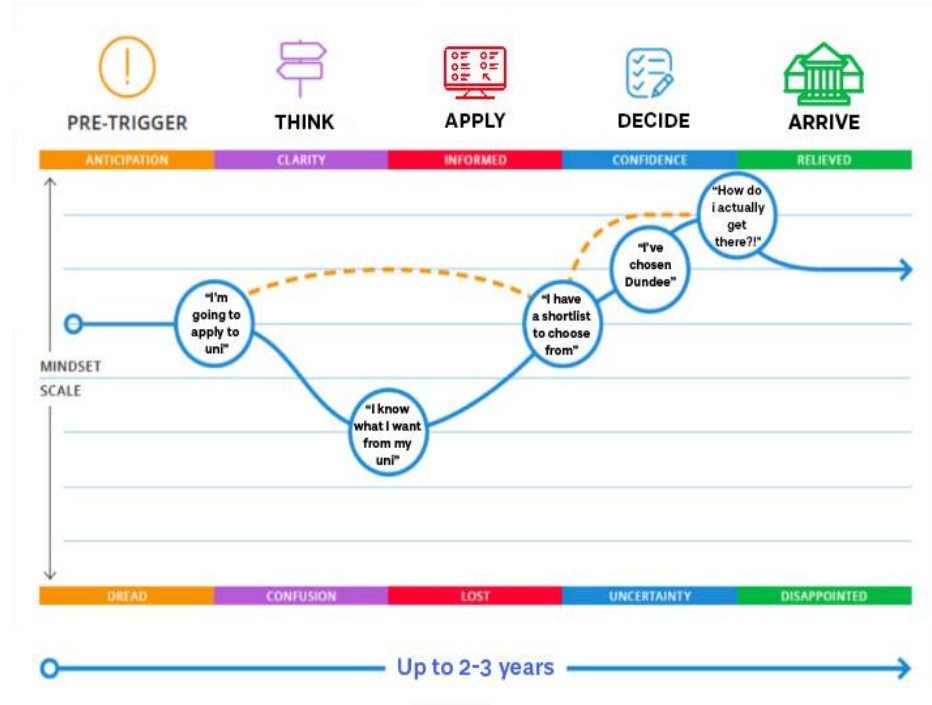
Raise positive awareness of Dundee, the city and the University among target audiences (prospective students, parents and agents) in target international markets :

- Support academic staff with brand recognition
- Support Academics Abroad events
- Support agents - make Dundee an easier sell
- Help lead generation campaigns land on a warm audience. These lead generation campaigns focus on specific courses within individual Schools and are a key element of our School-based marketing activities

# Student Personas – meet Shruti

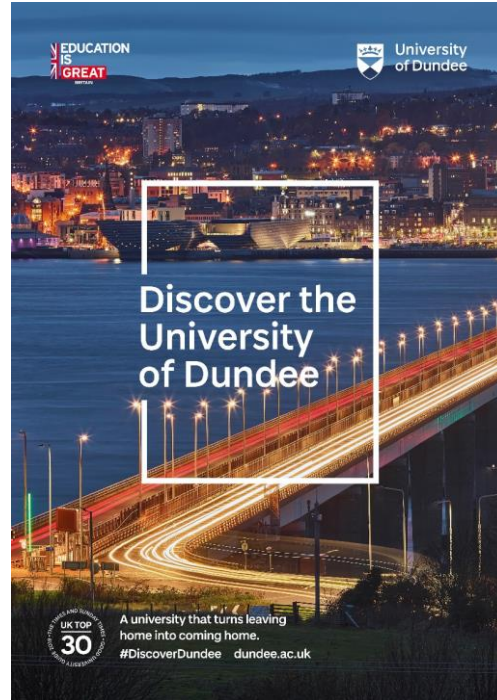
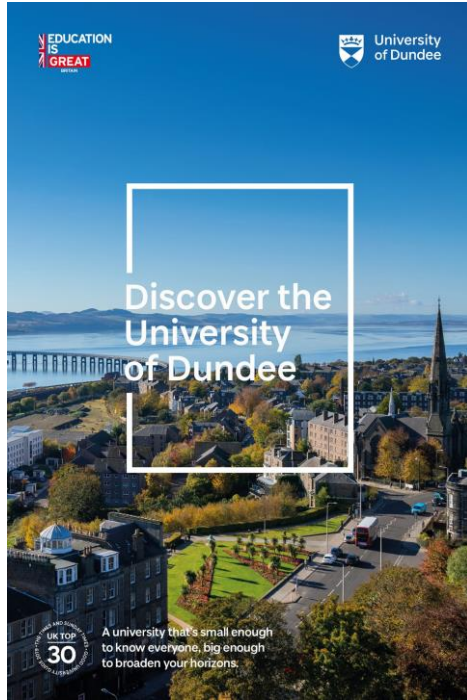


- **Age:** 17
- **School:** English medium convent
- **City:** Chennai

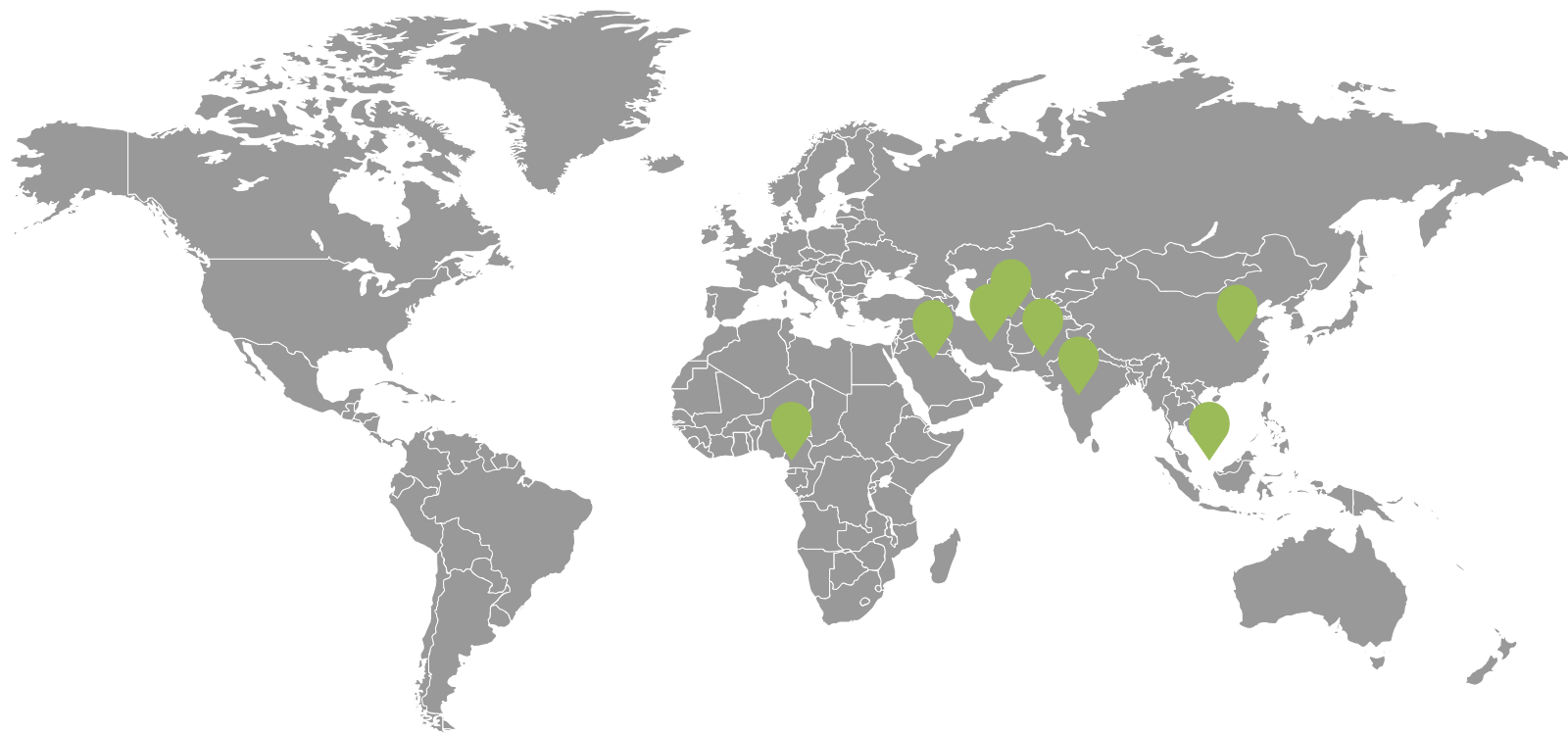




# Campaign Visual Identity



- Destination sell with strong images of the city
- Images of our current students, showing the diversity of our student body.
- The copy uses some of our key overall university selling points, e.g. “A university that turns leaving home into coming home”, “A university that’s small enough to know everyone, big enough to broaden your horizons” and “A university where student satisfaction is evident in faces as well as rankings”.



# India – What did we do?

## **Outdoor advertising**

- Worked with MediaAnt to secure over 30 outdoor advertising locations
- Large billboards installed close to International Schools, Universities and quality shopping malls in Mumbai, Delhi, Chennai, Kolkata and Hyderabad.

## **Delhi Metro**

- Advertising panels in key routes within the Delhi Metro

## **Print Advertising**

- Advertising placed in spring and autumn editions of The Times of India University Guide
- Worked with MediaAnt to publish a series of three press adverts in Times of India Education Times - Mumbai, Chennai, Bangalore, Kolkata, Delhi

## **PR Campaign**

- Ongoing four month campaign with GreenThumb PR – Six course specific releases, 3 student testimonials, Academic authored careers piece, in country media opportunity, 2 Indian academic profiles and major announcements



# India – What did we do?

## **SIUK**

- Six month Brand awareness campaign with SIUK – website banner, course search sponsorship, dedicated newsletter and social media posts
- 2 year Chennai SIUK office branding

## **Education platforms**

- Articles on Braingain Education platform

## **Digital Advertising**

- Inshorts and Hotstar – media streaming platforms

## **Content Creation**

- Testimonials and video content

# Outdoor



# Press ads – Times of India



## Discover the University of Dundee

Where leaving home feels like coming home.

- One of the UK's top 30 universities  
*The Times & Sunday Times Good University Guide 2019*
- Global Excellence scholarships of up to £5,000 per year of study
- 8th in the UK for student experience  
*National Student Survey, 2018*
- 1st in Scotland and top 10 in UK for graduate prospects
- A self-contained and safe city campus, with everything you need in easy reach

EDUCATION IS GREAT

 University of Dundee

Learn more at: [dundee.ac.uk](http://dundee.ac.uk)  
#DiscoverDundee



## Discover the University of Dundee

An education that will make your whole family proud.

- One of the UK's top 30 universities  
*The Times & Sunday Times Good University Guide 2019*
- Global Excellence scholarships of up to £5,000 per year of study
- 8th in the UK for student experience  
*National Student Survey, 2018*
- 1st in Scotland and top 10 in UK for graduate prospects
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EDUCATION IS GREAT

 University of Dundee

Learn more at: [dundee.ac.uk](http://dundee.ac.uk)  
#DiscoverDundee



## Discover the University of Dundee

A colourful campus where traditions and experiences are shared.

- One of the UK's top 30 universities  
*The Times & Sunday Times Good University Guide 2019*
- Global Excellence scholarships of up to £5,000 per year of study
- 8th in the UK for student experience  
*National Student Survey, 2018*
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EDUCATION IS GREAT

 University of Dundee

Learn more at: [dundee.ac.uk](http://dundee.ac.uk)  
#DiscoverDundee





# Delhi Metro



Excitement beyond imagination...  
when you find a promotional poster of your  
Alma Mater University of Dundee in  
#Delhi\_Metro

Centre for Energy, Petroleum and Mineral Law &  
Policy, University of Dundee #Discover Dundee



# PR Campaign

## Art school invites applications

The Duncan of Jordanstone College of Art and Design at Scotland's University of Dundee is inviting applications for September 2019 intake of its four year full-time Product Design BSc (Hons) programme.

Indian students must have overall 60% in the CBSE, ISC or leading state board XII Standard exams. They must also submit a comprehensive portfolio of art/design/creative work and may

be invited to attend a portfolio submission event. In some cases an interview may also be required. Applicants should also have an overall IELTS score of 6 with a minimum of 5.5 in listening, reading, and speaking and 6 in writing. The course fee is £17,275 per year of study.

The application deadline is 30 June but clearing places may be available in July and August.

## Admissions open for BSc in Product Design

TIMES NEWS NETWORK

Online applications have been invited by University of Dundee, the UK for admission to four year full-time Product Design BSc (Hons) programme by June 30. Students must have scored 60% in the CBSE, ISC or leading state board XII Standard exams. They must also submit a comprehensive portfolio of art/design/creative work and

may be invited to attend a portfolio submission event. In some cases an interview may also be required.

Applicants should also have an overall IELTS score of 6 with a minimum of 5.5 in listening, reading, and speaking and 6 in writing.

Course fees: £17,275 per year of study

For details visit <https://www.dundee.ac.uk/study/ug/product-design/>

## BSc. (Hons) Product Design

**INSTITUTION:** University of Dundee

**DURATION:** Four years

**ADMISSIONS:** Overall 60% in CBSE, ISC or leading state board XII Standard exams. A portfolio of art/design/creative work is to be submitted along with a relevant art & design subject; will be considered on a merit basis. An overall IELTS score of 6 with a minimum of 5.5 in listening, reading, and speaking and 6 in writing.

**FEES:** £17,275 per year of study

**CONTACT:** [www.dundee.ac.uk/study/ug/product-design/](https://www.dundee.ac.uk/study/ug/product-design/)

# University of Dundee launches BSc (Hons) Product Design programme

HANS NEWS SERVICE

**Hyderabad:** The Duncan of Jordanstone College of Art and Design at Scotland's prestigious University of Dundee is inviting applications for September 2019 intake of its four year full-time Product Design BSc (Hons) programme. This award-winning programme will train students to design products that meet the needs of real people.

Students enrolled for the programme get the opportunity to study at Scotland's Number 1 ranked College for Art & Design (as per the Complete University Guide 2019). In the Guardian University Guide 2018, Duncan of Jordanstone College of Art and Design is ranked 1st in the UK for Design & Crafts. Moreover, University of Dundee is ranked among the UK's top 30 Universities in the Times/Sunday Times Good University Guide 2019 and The Guardian University Guide 2019. The University has been given a Gold award – the highest possible rating – in the 2017 Teaching Excellence Framework (TEF).

The University's BSc (Hons) Product Design programme aims to develop designers who can explore existing and emerging technologies in a playful way. Students will work closely with stakeholders to find meaningful outcomes. A special area of interest is the role digital technology plays in people's everyday lives. For example, a Product Design student at the University is currently working on an interactive story-telling experience called 'Octopus' as an alternative to screen-based entertainment forms with the aim of getting the whole family together to explore exciting new worlds with smart home technology.

Graduates of the programme have suc-



cessful careers as product designers, service designers and interaction designers across fields like consumer electronics, sports equipments, medical products, automotive industry and service and experience design. Others have used their design skills and thinking to pursue other professions such as teaching, occupational therapy, law and management. With University of Dundee's strong relations with the top employers in the industry, graduates of this programme have gone on to work for organisations such as Dyson, Lego, Nokia, Mountain Equipment, Unilever, Nokia, Fabrica and the Copenhagen Institute of Interaction Design.

Students work with the Academics in a vibrant studio-based and 'thinking through making' culture to learn tech-

niques to prototype throughout the design process. They work with a range of technologies including electronics, computer aided design, laser cutting and 3-D printing. By the end of the programme, students become equally comfortable programming electronics, using computer aided design methods, making models and functional prototypes.

With an interdisciplinary approach to teaching and learning, students are taught modules in both design and technology subjects. Students also engage in research (written and fieldwork) that fully supports their studio practice and their academic qualification. In Level 3 and 4, they get to tailor their individual learning programme through a suite of elective modules. During the third year of this pro-

gramme, students can opt to study abroad for a semester with partner universities in New Zealand, Germany and Canada, among others. They also get the opportunity to enter national and international competitions as well as exhibit their work at the University's graduate exhibitions in Dundee and London.

Under the University's 'Social Digital' programme, its Product Design course shares a close relationship with the Digital Interaction Design course. It offers students the opportunity to design great new experiences through physical objects and also begin to understand and develop digital interactions, which may be embedded within products or be screen-based. With interior and environmental design in the Social Digital programme as well, this opens up exciting opportunities for the product design course to explore products role in space and 'place'.

**Eligibility Criteria:** Indian students must have overall 60% in the CBSE, ISC or leading state board XII Standard exams. They must also submit a comprehensive portfolio of art/design/creative work and may be invited to attend a portfolio submission event. In some cases an interview may also be required. All qualifications should include a relevant art & design subject & a literature subject, and will be considered on an individual basis. Applicants should also have an overall IELTS score of 6 with a minimum of 5.5 in listening, reading, and speaking and 6 in writing.

**Application Deadline:** The application deadline is June 30th

**Course Link:** <https://www.dundee.ac.uk/study/ug/product-design/> For further information, please send an email at [djcadundergraduate@dundee.ac.uk](mailto:djcadundergraduate@dundee.ac.uk)





**Discover  
the University  
of Dundee**

# Management of Chinese social media

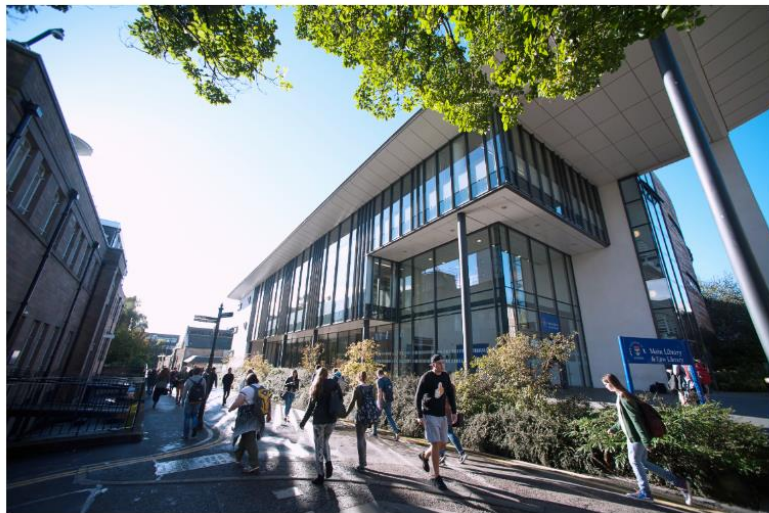
Investment in China is on managing our social media platforms

- Weibo
- WeChat
- Baidu and 360 search engine management



# Digital advertising with agents

越框架金奖；2016-2017年连续两年荣获“苏格兰年度最佳大学”的称号；在2016年《泰晤士报》高等教育150所校龄少于五十年的新兴大学排名中，取得**英国第1名**的好成绩。



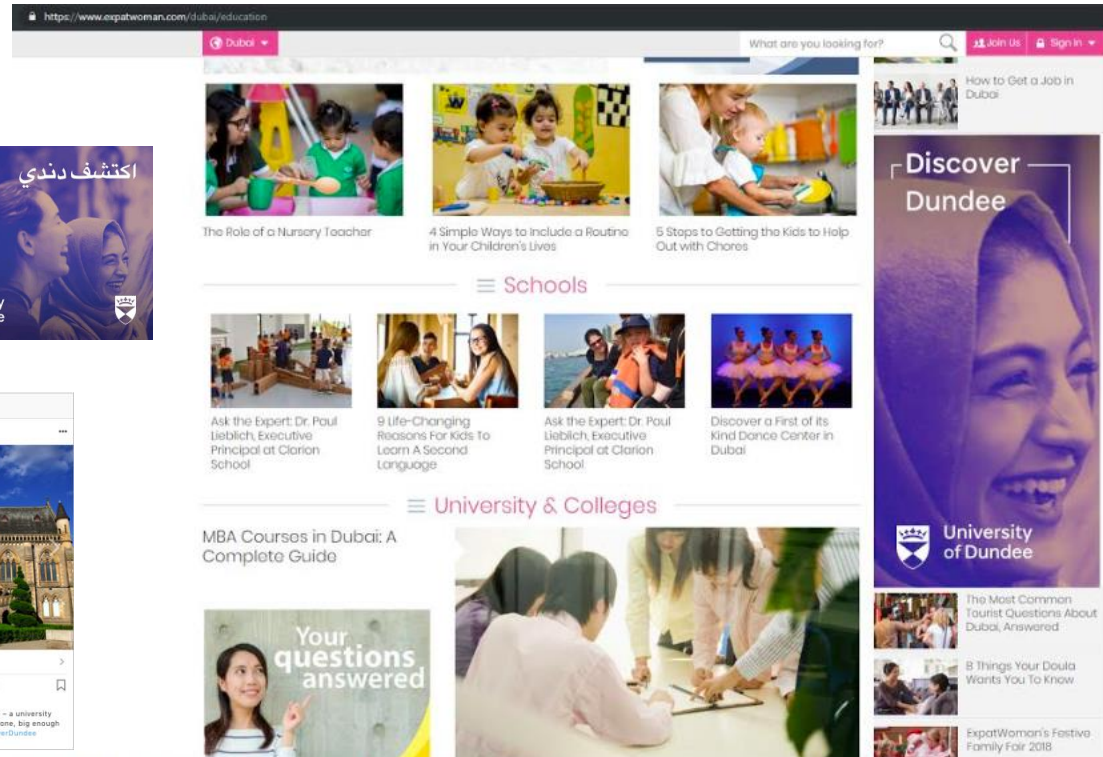
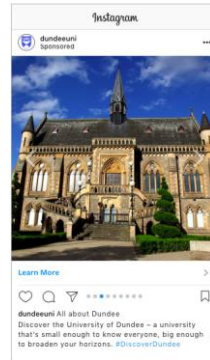
本次，我们采访到了邓迪大学中国区学术牵头人Professor Fordyce Davidson、生物学教授/副院长Jenny Woof、教育和社会工作学院老师Dr Richard Ingram、科学与工程学院Dr Keith Johnston老师、商学院Suzanne Fifield老师、科学与科学学院Andy Stoane老师，独家专访第一手资料，为你亲启邓迪大学留学之路！



# Middle East

Digital: advertising in Arabic and English

- Facebook
- Twitter
- Instagram
- YouTube
- Programmatic



# Middle East

Focus on:

- Saudi Arabia
- United Arab Emirates
- Kuwait

Radio advertising on:

- Virgin (UAE)
- City 1016 (UAE – Hindi station)
- Alef Alef (Saudi Arabia)



# Africa

Focus on: Nigeria & Ghana

## Digital Advertising

- Facebook
- Instagram
- YouTube
- Web Banners on relevant blogs and News websites

## Print Advertising

- Newspapers

## Cinema & Shopping Malls

- Video ads
- Flyers



**Ranked 3rd in the UK for quality of teaching.**

Guardian University Guide 2019

Undergraduate, master's and PhD opportunities available in Business, Management, Law, Computing, Engineering, Medicine, Finance, Economics, Politics, Accounting and more.

**Apply now to start in September 2019.**

For more information contact:  
Maria Ojehseme  
t: 0870 333447  
e: m.z.ojehseme@dundee.ac.uk  
w: uod.ac.uk/dailytrust



→ Ranked 3rd in the UK for quality of teaching.  
Guardian University Guide 2019

→ Undergraduate, Master's and PhD opportunities available in: Business, Management, Law, Computing, Engineering, Energy, Oil and Gas, Medicine, Finance, Economics, Politics, Accounting, and more.

→ Scholarships of up to £5,000 a year available for qualified undergraduate and master's offer holders.

For more information contact:

Maria Ojehseme  
08175133447  
m.z.ojehseme@dundee.ac.uk  
uod.ac.uk/discover-ng





# ASEAN – What did we do?

## Outdoor advertising

- Worked with **Big Tree Media** to create large scale advertising visual in KLCC shopping mall, on MRT trains and in hub train stations
- Worked with **Bluedale** media agency to create large billboards for the main highways located near International Schools and Universities.

## Print

- Worked with **Phar consultancy** to secure a full page Discover Dundee advert for the Air Asia in-flight magazine.
- Produced A4 advert for the Study UK Magazine (Indonesia).
- Created press adverts and University articles for the Star Education supplement.

## Press

- Secured a 9 month contract with **Bluedale** media agency in KL. Deal included Discover Dundee adverts, articles and advertorials to run every month in the Star education supplement and Star Online platform. The Star have also published additional articles for us as part of the package.

## Agents

- Worked with a number of education agents in Singapore, Thailand and Malaysia (IDP/McDucation/AUG/Overseas Study) on a variety of marketing activity including sponsored web banners, outdoor office panels, adverts in study guide, events packages, photo content and promotion of scholarships.

# ASEAN – What did we do?

## Digital

- Worked with **Bluedale** to produce video content and adverts for the “Star online” for their Facebook and Instagram pages.
- Worked with **Phar consultancy** on a re-targeting digital campaign across all Indonesian routes with Air Asia.
- Worked with **Sqore** on a targeted campaign promoting the Life Sciences joint degree with NUS.
- Produced content and adverts for **Target Student Media** Facebook and Study Guide on Belajar Luar Negeri Indonesian site and the Du Hoc Vietnamese site.

## Video

- Worked on a number of ASEAN themed videos for the agencies and for general use within our own campaigns.

## Photography

- Worked with creative services on a number of photography shoots to compliment our campaigns and press adverts.

## Events

- Academics Abroad events – provided promotional material for the Discover STEM event in January 2019, we will expand on this for November.

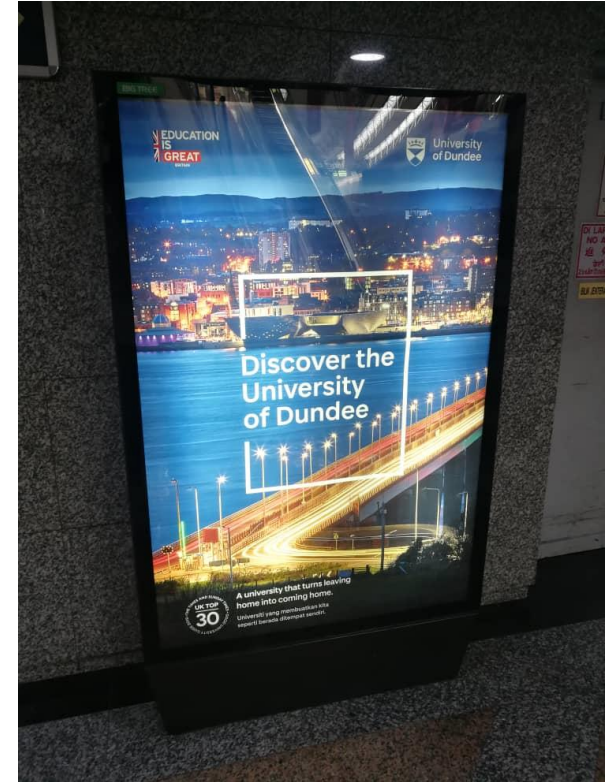
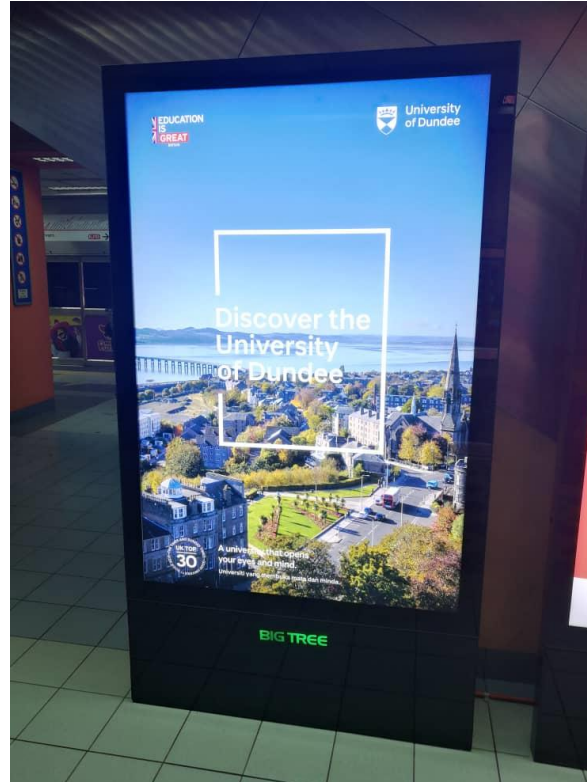
# Outdoor - mall



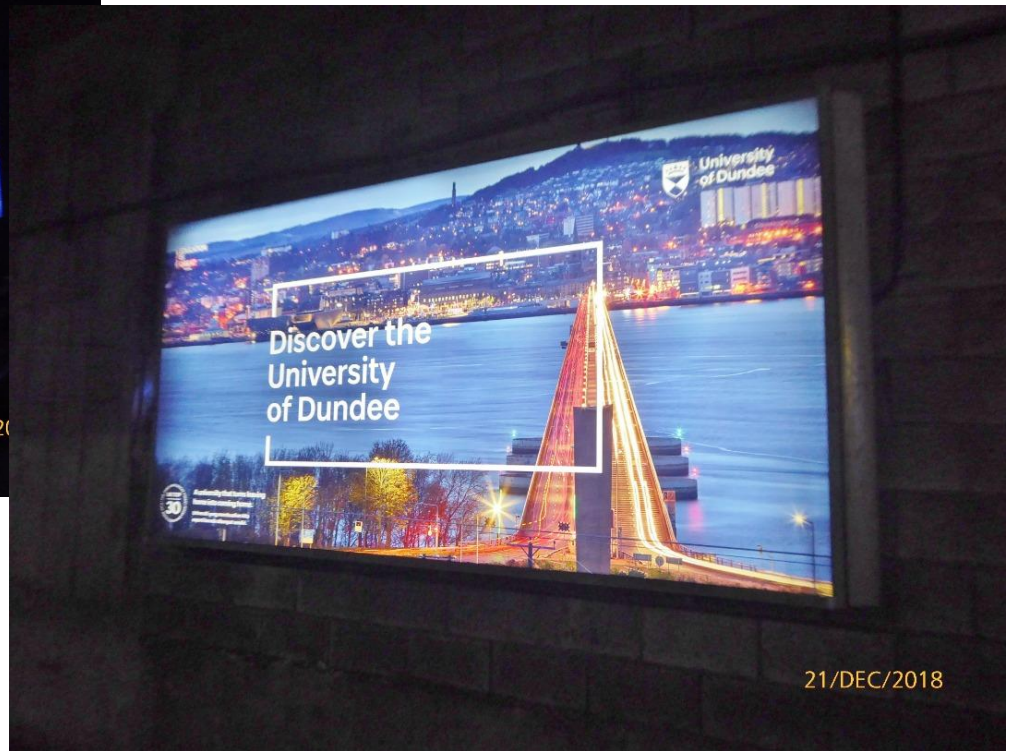
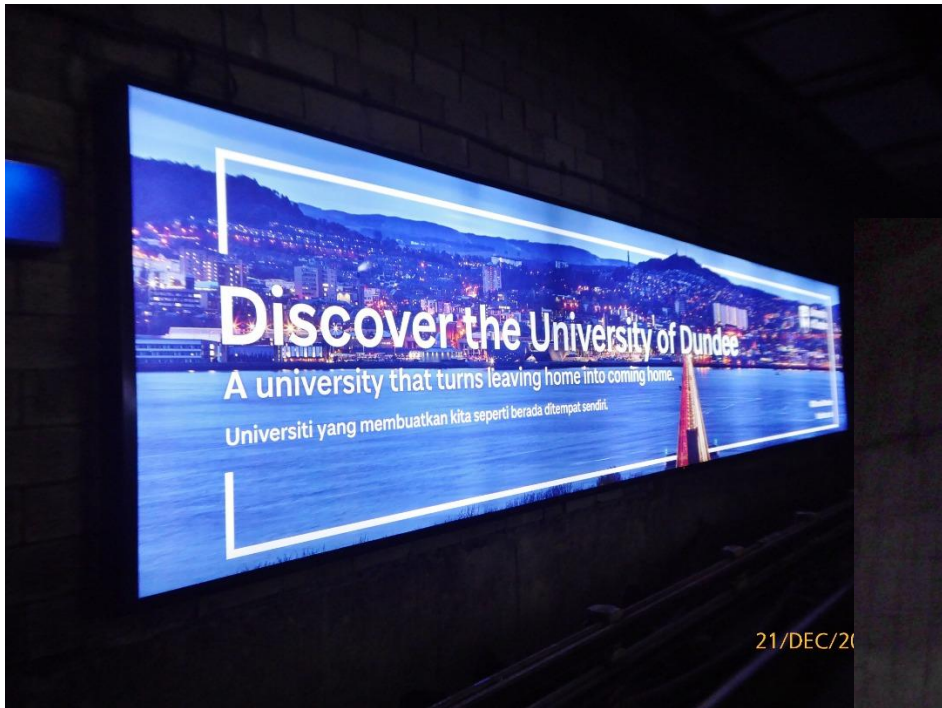




# Outdoor advertising











# Online Advertorials

**Star** ONLINE The Star

News Business Sport Metro Tech Lifestyle Education Opinion Videos Property Jobs Autos


**Barceló**  
HOTEL GROUP


Barceló Málaga - Málaga  
from 98 €

TOPICS > Recalibrating Malaysia | Export Excellence Awards 2019 | Asean+ | True or Not | Do You Know | Star Golden H

## Dundee, the birthplace of a dynasty

BRANDED  
Saturday, 30 Mar 2019  
10:00 AM MYT





(Left) Hakim Manan and his dad Datuk Manan Amir at University of Dundee during the campus visit.

Hakim Manan grew up hearing about Dundee from a very young age so when it came to choosing a university, there was no doubt where he wanted to study.

Now Hakim is a second-year Civil Engineering student at the University of Dundee. In taking the journey from Malaysia to Scotland, he followed in the footsteps of his father, Datuk Manan Amir, who graduated from Dundee with a degree in Civil Engineering and Economics in 1963.

Just as his father did, Hakim has thrown himself wholeheartedly into student life at the

**Star** ONLINE The Star

News Business Sport Metro Tech Lifestyle Opinion Videos Property Jobs Autos More

**HITACHI**

TOPICS > Yearstarter 2019 | Yearender 2018 | SMEs | True or Not | Do You Know | Star Golden Hearts Award | SOBA 2018

## A small piece of Malaysia in Scotland

EDUCATION  
Tuesday, 1 Jan 2019  
9:32 AM MYT





**Recommended Reading**

**WORLD**  
"Sitting ducks": Volunteer describes rescue at besieged Kemayan hotel

**WORLD**  
Explainer: What's behind autonomy vote in the Philippines' Muslim Mindanao?

**WORLD**  
Israel strikes in Syria in more than 100th assault

## University of Dundee breakthrough in Intellectual Disability research

EDUCATION  
Monday, 3 Dec 2018  
2:58 PM MYT





SCIENTISTS have made a breakthrough in the understanding of Intellectual Disability, a presently incurable type of developmental brain disorder in young people.

Researchers from the University of Dundee in Scotland recently visited Marlborough College and Taylor's University to talk to students about their discovery and the hope of one day treating Intellectual Disability using cutting-edge gene editing techniques.

Prof Daan van Aalten formed part of a cross-disciplinary team which visited Malaysia as part of a mission to take Dundee University to the world and promote its offerings in science, technology, engineering, mathematics, art and design. A growing community of Malaysian undergraduate and postgraduate students currently study a wide range of disciplines at the university.

**Star** ONLINE The Star


News Business Sport Metro Tech Lifestyle Education Opinion Videos Property Jobs Autos


## Tantalising website

TOPICS > Recalibrating Malaysia | Export Excellence Awards 2019 | Asean+ | True or Not | Do You Know | Star Golden H

## Making Malaysians part of Scotland

BRANDED  
Friday, 1 Feb 2019  
10:41 AM MYT





The cellish was a fun-filled introduction to Scottish culture.

NOT content with just helping Malaysian students embrace Scottish culture, the

# Campaigns & Leaderboards

The image shows the AirAsia website's flight search interface. At the top, there's a navigation bar with the AirAsia logo and options for 'Check-in', 'Travel information', and currency selection (USD). Below this, a search form is filled with:
 

- Origin: Samui (Lipa Noi Pier) (LAA)
- Destination: Bangkok - Don Mueang (DMK)
- Depart date: 27/08/2017
- Return date: One-way
- Passengers: 1 Adult 0 Child 0 Infant

 A prominent 'Search' button is at the bottom of the form. To the right, a large banner features a building and the text 'Asia, Australia & New Zealand on SALE!' with a price tag of 'USD 49' and a 'BOOK NOW' button.

The image is a screenshot of the Star ONLINE website. The browser address bar shows the URL: https://www.thestar.com.my/news/education/2019/05/01/uni-of-dundee-scholarship-recipients-head-to-scotland/. The website header includes the 'Star ONLINE' logo and various navigation links like 'News', 'Business', 'Sport', etc. A large banner for the University of Dundee is visible, with the text 'Discover the University of Dundee'. Below the banner, there's a 'TOPICS' section with links to 'Recalibrating Malaysia', 'Export Excellence Awards 2019', etc.

This is a promotional banner for AirAsia. On the left, it says 'Don't miss out on free AirAsia flights! Find Out More'. The main headline reads 'Start your journey with the University of Dundee'. Below this, there's a section titled 'Widest network, lowest fares!' with a list of routes and prices:
 

- Kuala Lumpur to Sihanoukville: from USD 17
- Kuala Lumpur to Trichyappali: from USD 32
- Kuala Lumpur to Davao: from USD 39
- Kuala Lumpur to Bhuvanewar: from USD 46

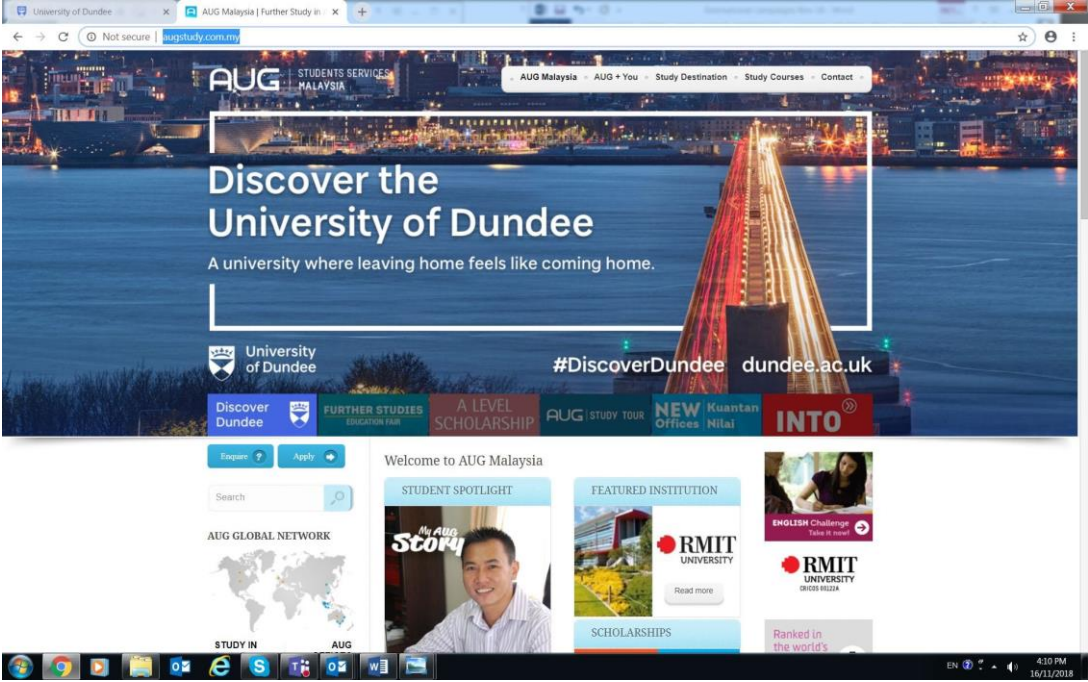
 To the right, there's a section 'Check out our featured routes' with:
 

- Singapore to Kuching: from USD 46
- Kuala Lumpur to Taipei - Taoyuan: from USD 49
- Kuala Lumpur to Shanghai: from USD 73
- Kuala Lumpur to Melbourne: from USD 147

 The bottom part of the banner features several promotional tiles for services like 'Exclusive SEA Games Light Blue Promotion', 'Pre-book your airport retreat now at only RM800', 'More convenience & savings with Value Pass!', 'Discover our Bus and Singapore with our Cross-Border Bus!', 'Exclusive SEA Games and Singapore with our Cross-Border Bus!', 'Big on the Click, Play & Collect 30% OFF', 'Get a discounted BOKU plan before you fly!', 'Fly in comfort to your favourite destinations from only RM8199', and 'For Premium Flex & Premium Flashed guests. Find out more!'.

This is a news article layout. The main headline is 'Uni of Dundee scholarship recipients head to Scotland'. Below the headline, it says 'BRANDED' and 'Wednesday, 1 May 2019 10:04 AM MYT'. There are social media sharing icons for Facebook, Twitter, LinkedIn, and Email. The main image is a blue banner with the University of Dundee logo and a play button icon. Below the image, the text reads: 'AN investment in talent is how the University of Dundee's Global Excellence Scholarships were described when they were launched in 2016. And now, nearly three years later, these scholarships have brought over 260 students from all around the world to that Scottish city.' To the right of the article, there's a 'Recommended Reading' section with a red header. It includes a link to 'LETTERS: One exam for entry into universities' and another to 'ASIAN: Teacher who molested student during cello lessons to be jailed, caned'. At the bottom right, there's a date stamp: 'Thursday, May 09, 2019'. A red box highlights the 'Discover the University of Dundee' banner and the 'Recommended Reading' section.

# Advertising with agents





# Telling the Dundee story

The collage displays five news website screenshots:

- live mi:** Features an article titled "TB causes lung damage, successful treatment: La" with a photo of people in a market. The text mentions the Indian government's pledge to eradicate TB and research suggesting that infection cough, further chest infections and poor oral hygiene can lead to lung damage.
- THE CONVERSATION:** Features an article titled "Handshakes lead to anxiety, ruin financial markets" with a photo of Donald Trump. The text discusses the impact of handshakes on anxiety and financial markets.
- NEWS 18:** Features an article titled "Early Bedtime Important Study" with a photo of a person sleeping. The text states that men who go to sleep before 10:30pm are a night at 11.30pm or later, according to a study.
- NEW YORK POST:** Features an article titled "'Heartbreaking' aerial shots reveal massive ice loss on Mont Blanc" with two side-by-side photos of the mountain. The text compares aerial photographs from 1973 and 2015, showing a significant loss of ice.
- THE SUNDAY TIMES:** Features an article titled "Dundee scientists reveal new tool in fight against Parkinson's" with a photo of Professor Dario Alessi. The text states that scientists have found a completely new way to "put the brakes on the runaway train" of Parkinson's disease.

Support, Societies and more...

## Make the most of your time in Dundee



### A supportive community

We understand that sometimes everyone will need a little bit of advice or extra help. That's why our [Academic Support team](#) provide you with any guidance you may need.

Our [Peer Conversation team](#) offer a welcoming, budding network that can help you settle in and meet new people and the [Dundee Study Buddies](#) team offer a friendly bar and many social activities to provide of help and support. Academics, you can be assured that we'll be there to offer comprehensive academic support. Our [Career Service](#) can help you to find a job whilst studying and can also provide guidance as to the options that would suit your degree qualification.

We hope that your time at university is stress free, but if you do need any guidance at any time, we've got you covered.



### Get ahead with your studies at the library

[Our library](#) has all the resources you'll need any time of day. It's open 24 hours a day during semester time and 24 hours a day during exams. Our flexible study spaces give you the opportunity to tailor your own study.

With access to more than one million books and subscriptions and over 3,000 journals, newspapers and databases, you'll be well stocked. There are 327 PCs and, of course, access to our superb campus WiFi throughout.

### Find your home from home

We know how important good quality, affordable and comfortable accommodation is to you. Our accommodation is a home from home right at the heart of the city campus. Living and working on campus enables you to throw yourself right into student life, experience the very best that the campus and city have to offer.

[Our accommodation](#) is made up of around 200 self-catered flats. All the bedrooms are single occupancy and are complete with en-suite shower rooms. Each flat has equipped WiFi, a well-equipped kitchen and a laundry on the

## Get active at Dundee, a university with great sporting pedigree



Dundee offers you plenty of ways to meet new people, learn new skills and get involved. We offer you a fantastic variety of [clubs and societies](#) to suit all interests. [Our sports centre](#) has over 60 clubs and if there isn't a club for your sport they will help you set one up. Our sports clubs include: archery, athletics and cross country, basketball, cricket, cycling, football, golf, hockey, karate, lacrosse, rugby, tennis and many more.

[The Institute of Sport and Exercise \(ISE\)](#) has plenty of high-class facilities to keep you on your toes. They boast a state-of-the-art gym, 10 personal training rooms, exercise studios, competition-standard squash courts, a designated strength performance centre, a specialised dance/indoor cycling studio, a 25m swimming pool with sauna, all weather tennis courts and two large indoor sports halls.

Societies are a great way to meet people with similar interests and are one of the best ways to make new friends.

We have over 130 societies across a wide range of subject areas including academic, arts, cultural, political and social, as well as societies for those looking to take up a new hobby. There's something for everyone! Why not check out our [list of societies](#) and see if there's something that meets your interests? If not, you can always start your own society.

"Clubs and Societies. This was my first advice last year, and it will stay on as my no.1 advice this year. Mainly because, it brings people with similar beliefs and wants together. The perfect recipe for a longstanding friendship. Some of my closest friends in Dundee are people I met through the amazing Dundee University Singapore Society (DUSG)."

Naive from Singapore is one of our student bloggers. Read more about his experiences at [stud.ac.uk/naive](#)

### Social Media



### Contact us

Admissions, University of Dundee, Dundee, DD1 4HN, +44 (0)1382 38 38 38  
[www.dundee.ac.uk](http://www.dundee.ac.uk)

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[Web version](#) | [Unsubscribe](#)

[Web version](#)

Explore Dundee

## Scotland's student city



What makes Dundee unique is the University's special relationship with the city. Our campus is right in the heart of Dundee's West End, the city's vibrant cultural hub.

Everything's on your doorstep, and with one of the biggest student populations for a city its size anywhere, Dundee is geared for university life. We have a fantastic range of restaurants and cafes, a growing number of independent shops and all of your high street favourites such as H&M, Zara, Primark, Nando's and Topshop.

"Dundee is the coolest small city in the UK. It's a great size that means you can always find your friends, you can commute anywhere easily, and there's always somewhere to party. There's beautiful views across the Tay, and from the top of the Law. There's also loads of great parks and green space across the city, which is excellent as we're the sunniest place in Scotland!"

Omair Mustafa  
LLB English Law student



### Financial benefits

- The average expenditure and debt of students studying in Scotland are lower than those in the rest of the UK
- On average the cost of living in Scotland is lower than in England
- A Scottish city such as Dundee is a very cost-effective place to study. In fact, Dundee was named as the cheapest place in Scotland to privately rent - renting in the city is around £190 less on average per month than Glasgow and just over half as expensive per month than Edinburgh (CityQuest Rental Report 2017). It has also been ranked amongst the top 10 best value for money universities in the UK by Expert Market.

## Take a look around Dundee



### Parks and recreation

Dundee is an exceptionally green city with more green space per head of population than anywhere in the UK.

You can also head across the Tay to Fife and you can visit the beautiful Tentsmuir National Nature Reserve with its stunning forest and beach. Look for seal pups out on the sand, red squirrels in the trees and majestic sea eagles in the skies.

### Our community

We have restaurants from all over the world. As well as top Indian, Italian and Chinese food, we have a few more exotic offerings such as two places to get sushi right next to campus, delicious Mexican food from Rancho Pancho, and dim sum to die for from the Manchurian.

The more you explore the city, the more variety you'll find.

### Social Media



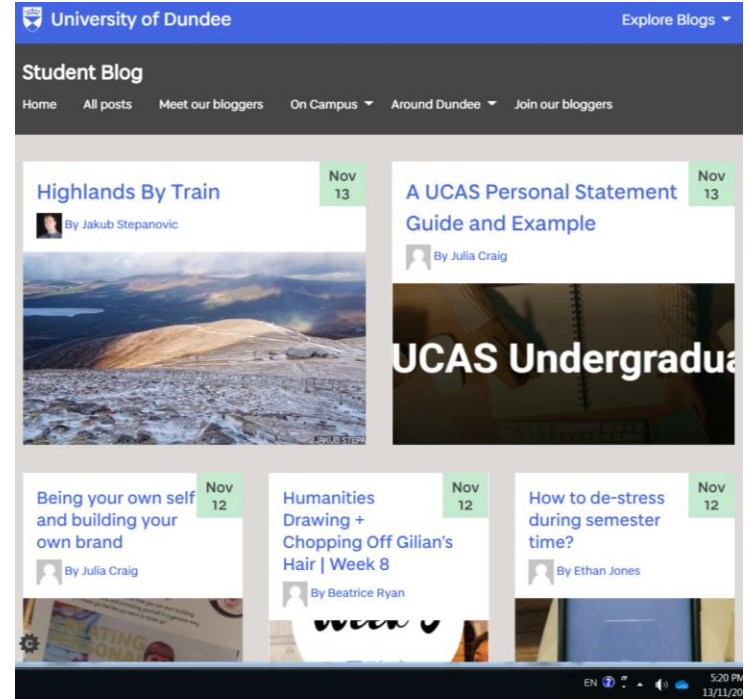
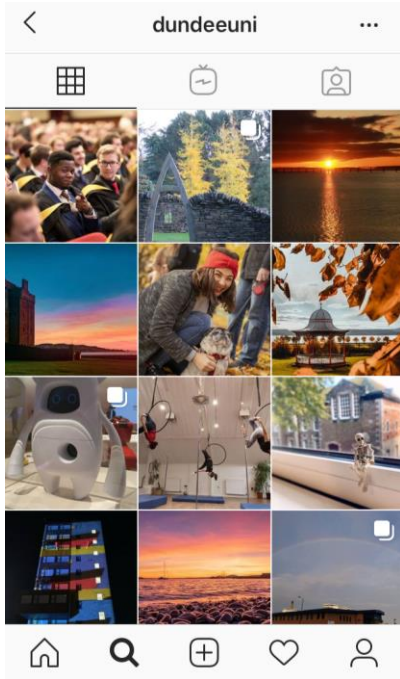
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[www.dundee.ac.uk](http://www.dundee.ac.uk)

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# Peer to Peer





# Global Excellence Scholarship

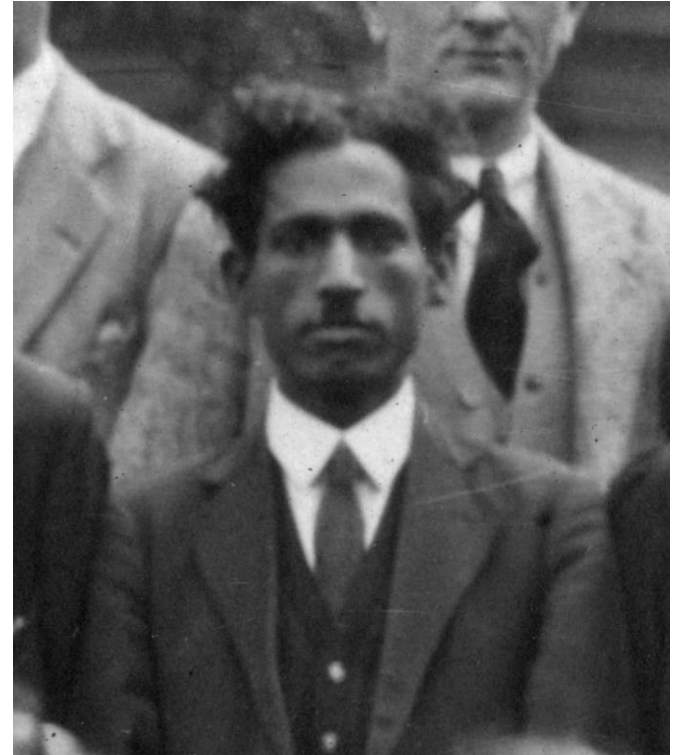




# Saggar Scholarship

New scholarship in memory of one of Scotland's earliest Indian students who went on to help transform the lives of people living in Dundee.

The £5,000 scholarship will be awarded alongside one of the University's existing [Global Excellence Scholarships](#) to an Indian domiciled candidate who shows remarkable potential to study an undergraduate degree starting in 2020.









# Academics Abroad





# Academics Abroad





# Working with our Alumni Team



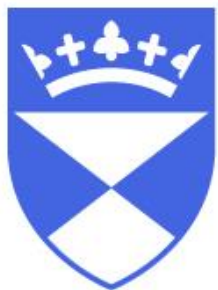


Duncan of Jordanstone  
College of Art & Design  
University of Dundee

# Strategy to action







**University  
of Dundee**

**THE  TIMES  
THE SUNDAY TIMES**

**GOOD  
UNIVERSITY  
GUIDE  
2020**

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**UNIVERSITY  
OF THE YEAR  
FOR STUDENT  
EXPERIENCE**