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The brand dilemma

Kate McNamee, Head of Communications
Manchester Business School

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Our international footprint

- 2,000 students in the UK
- 3,500 students across our global centres
- 50,000 global alumni across 180 countries

- Dubai Centre - 2006
- 1,500 students

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Research, study and original thought grounded in academic teaching.

Original Thinking Applied

Pioneers, mavericks and visionaries with a proven flare for innovation.

Wherever possible we turn theory into practice. We think, and we do.

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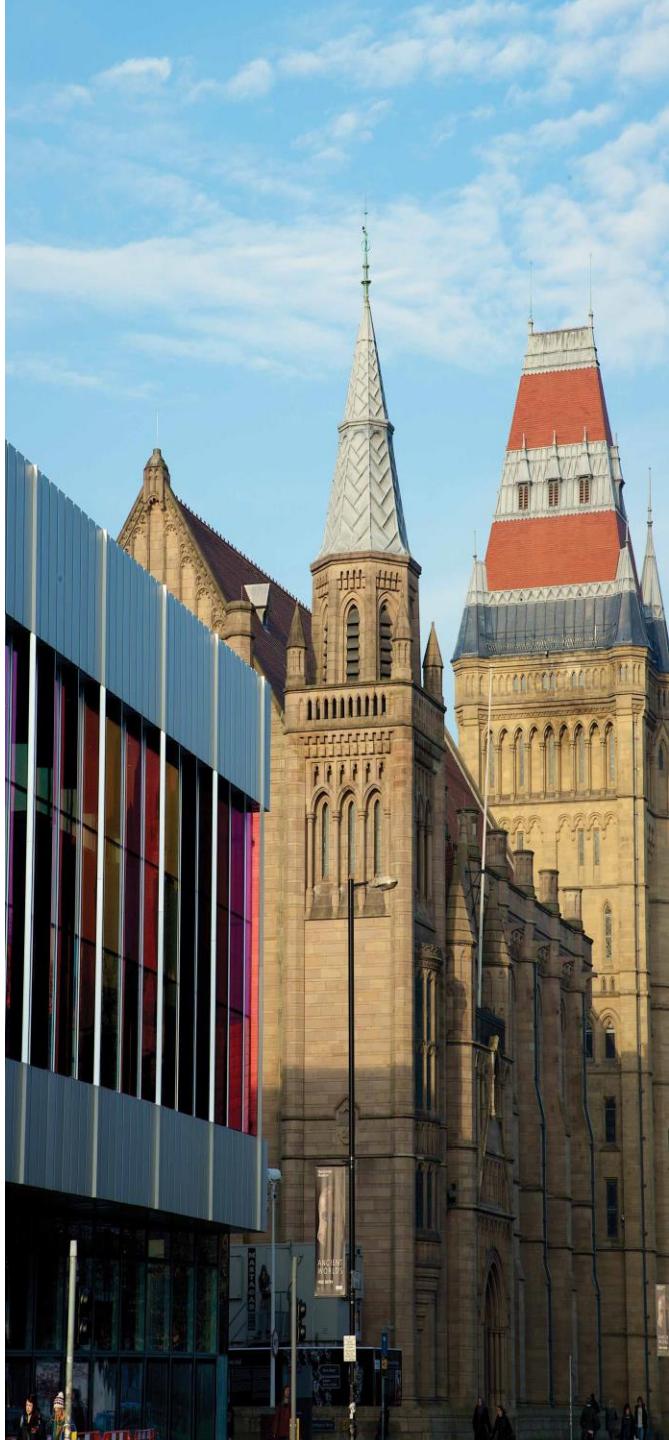
- City/ university / business school brand interplay
- One size doesn’t fit all
- Relationship marketing and brand partnerships
- Pilots



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Driving Dubai engagement - objectives

- Raising profile and strengthening reputation of MBS
- Generating quality leads and meeting recruitment targets
- Strengthening relationships - city, business, government, alumni and student ambassadors

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How we make it work

- Hub and spoke - Central marcomms team/ Dubai team and agency network
- MBS brand at core - tailor using local market knowledge
- International marcomms conference

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Campaigns driven by:

- Customer insight
- Products that both benefit from and enhance international reputation
- Content
- **Relationships: Talent Management Partnership**
- **Brand partnerships: Economist, Forbes and British Council**

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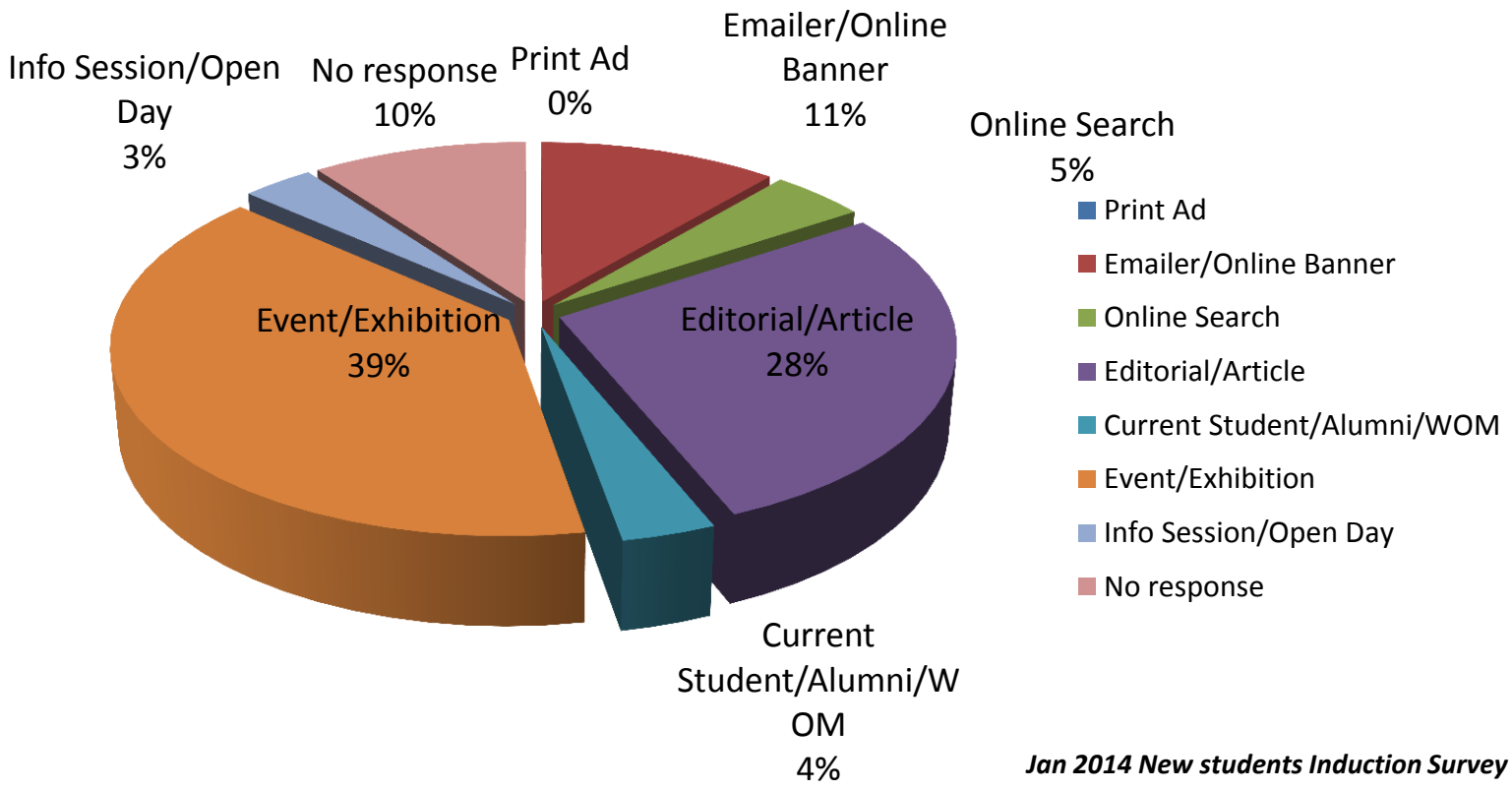
Insight – understanding the customer journey



Jan 2014 New students Induction Survey

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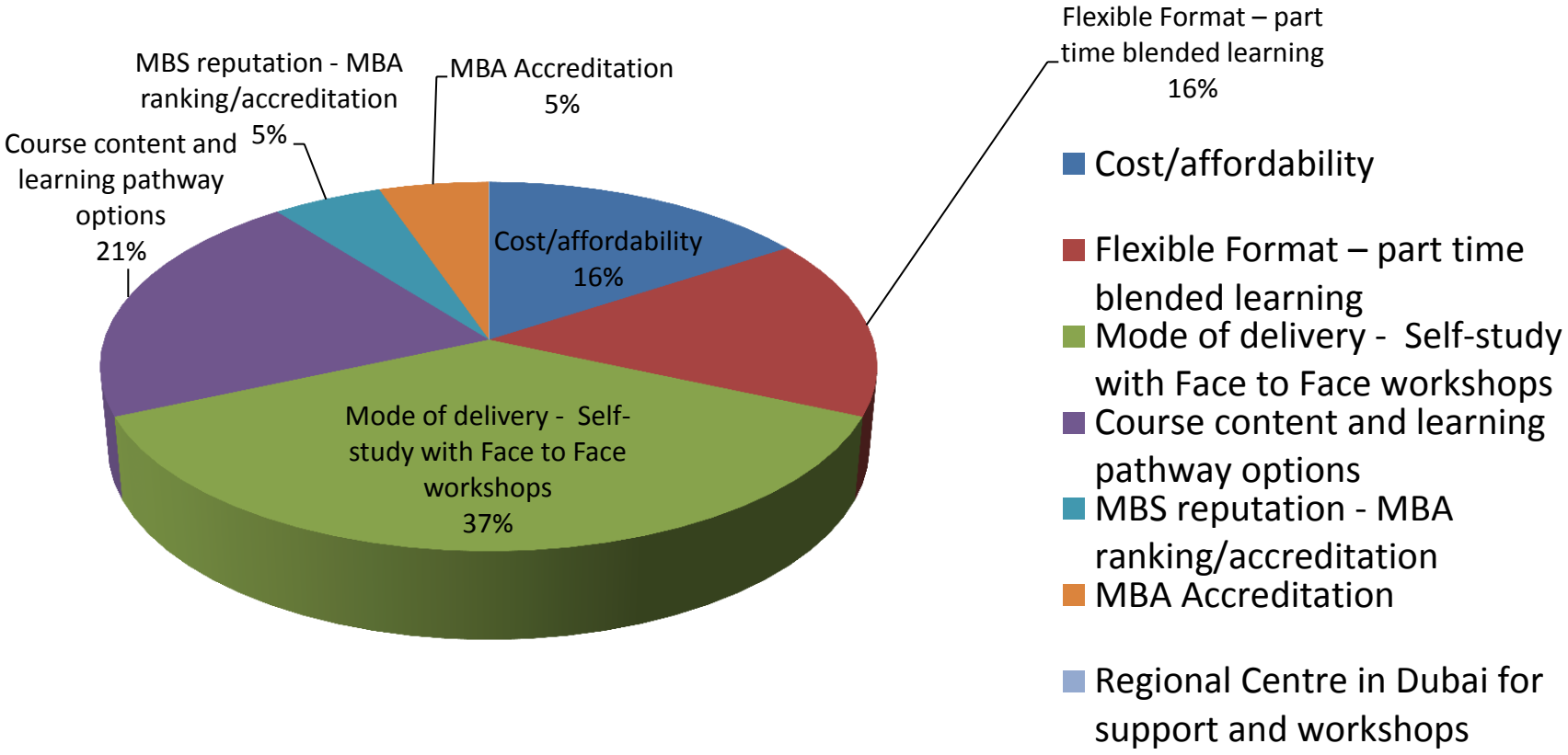
Selection criteria



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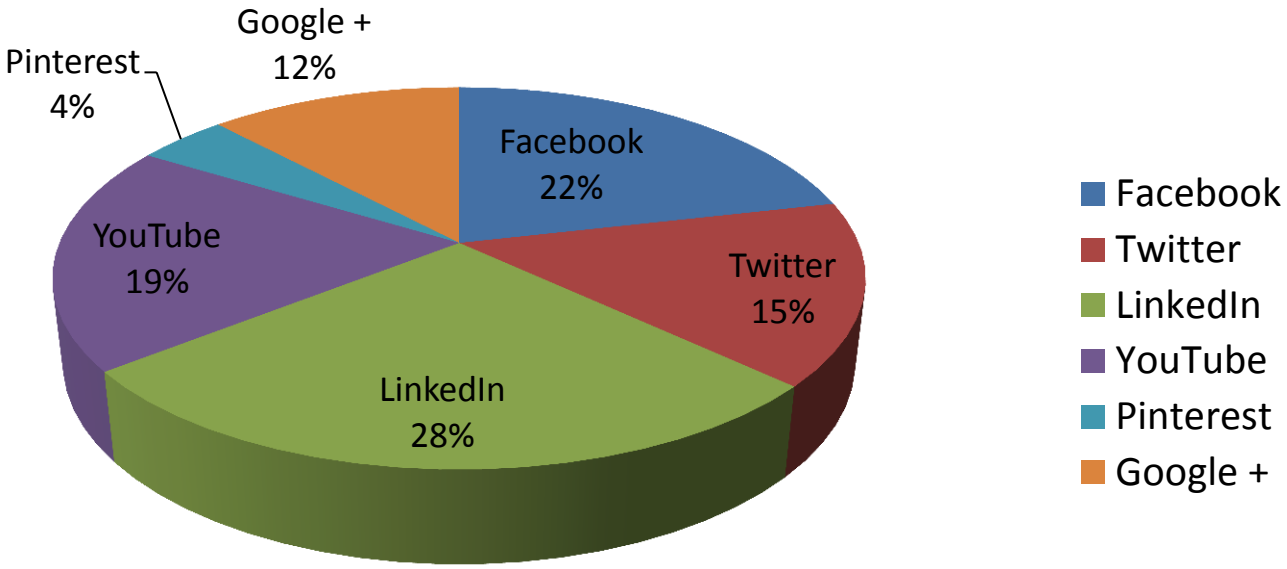
Social media consumption



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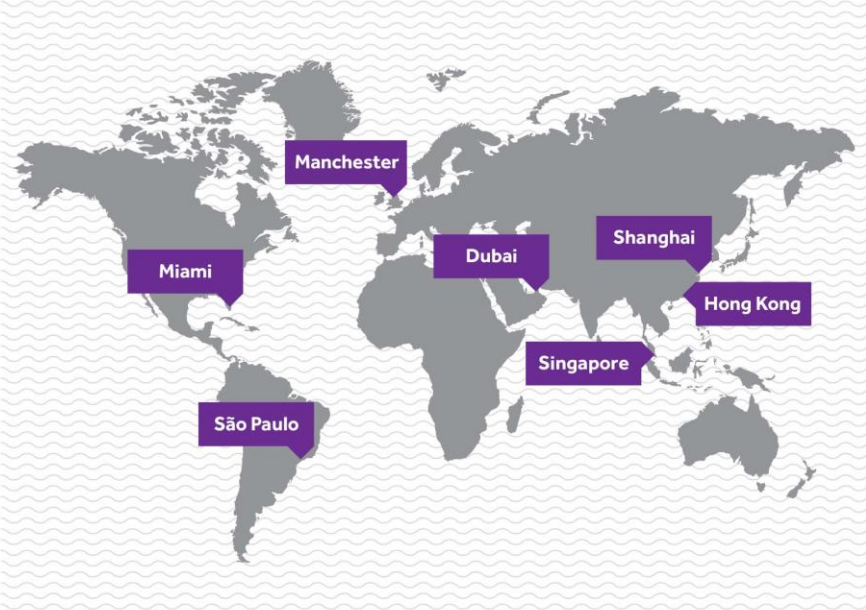
Global delivery, local immersion

- The Global Executive MBA cohort will travel to attend workshop residences around the world:
  - Manchester (**13** face to face days, including 2 day induction in the Lake District)
  - Shanghai (**9** face to face days)
  - Dubai (**9** face to face days)
  - Miami (**6** face to face days)

- Two further elective workshop residencies can be taken at any of our 7 centres worldwide (**3** face to face days per elective)



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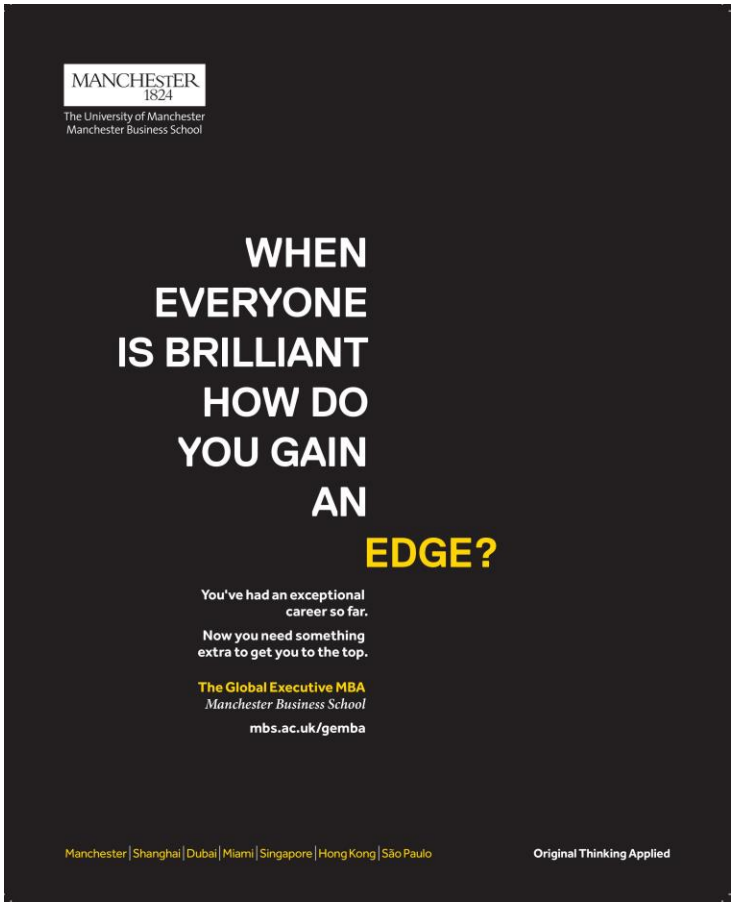

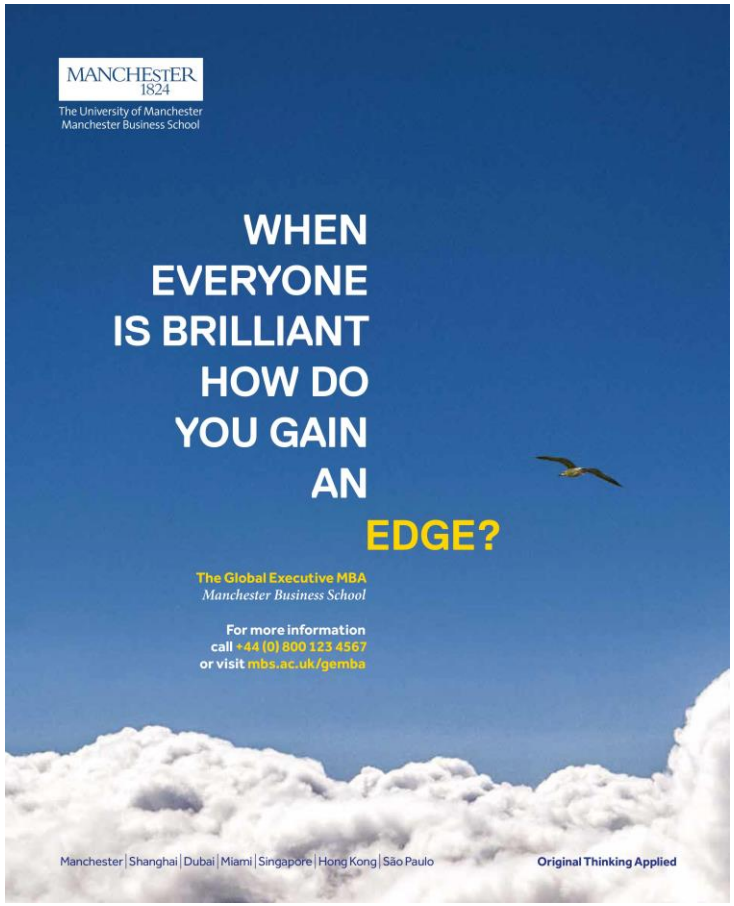

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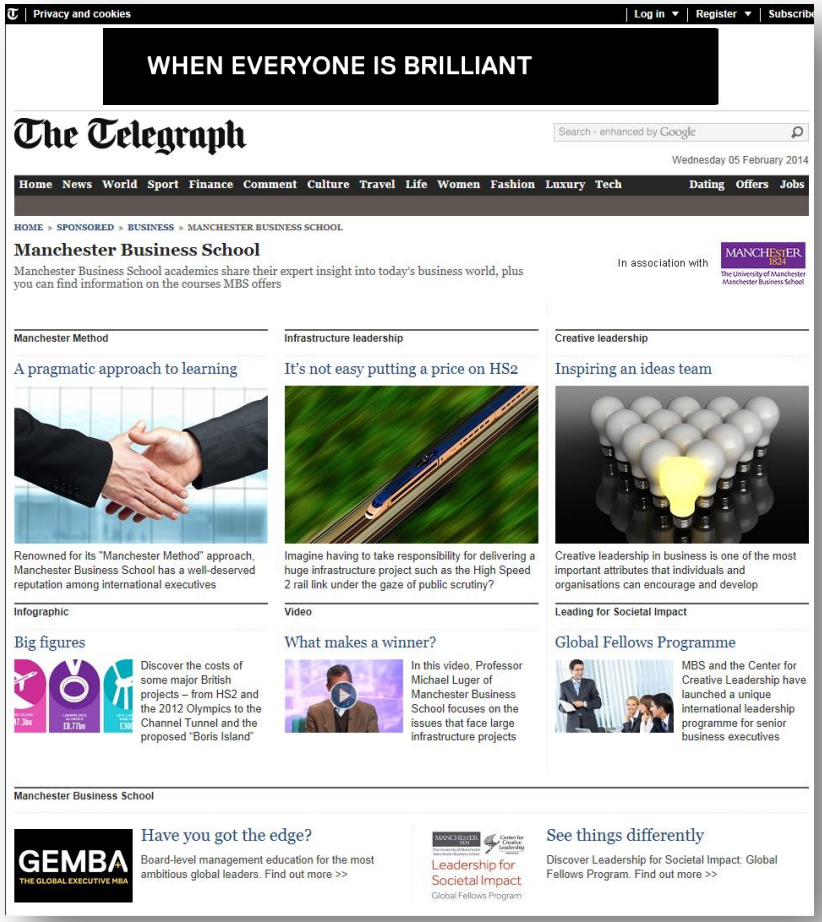
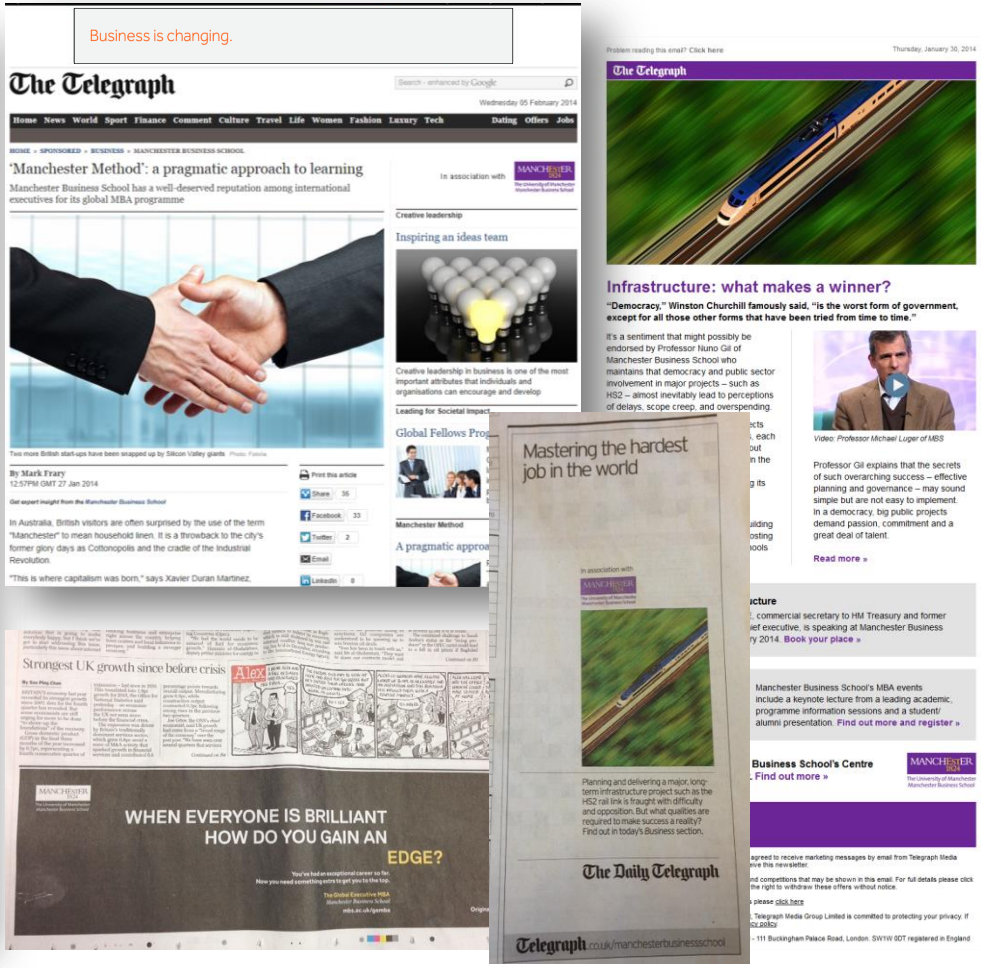
Business is changing.

WHEN EVERYONE IS BRILLIANT





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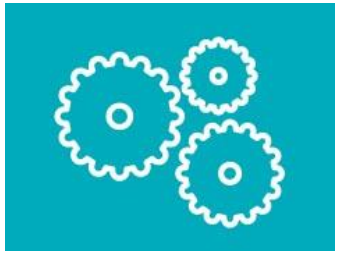
Talent Management Partnership

Attract

- Global talent pool:
  - MBAs
  - Undergraduates and postgraduates from full-time campus programmes
- Alumni
- Branding opportunities among prospective candidates
- MBA projects and internships



Develop

- Management and leadership executive courses
- Sponsored and customised part-time MBAs
- Bespoke consultancy and research services
- Global Masterclasses delivered by expert faculty at our international locations

Retain

- Career management consultancy
- Career coaching
- Embedding learning culture

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The Economist

BRITISH COUNCIL

Forbes®

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- Insight - understanding what matters most in specific markets
- Connect - relationship-based campaigns
- Engage - quality of experience and how customers continue interact with your brand