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ABS Marketing Business Education Conference

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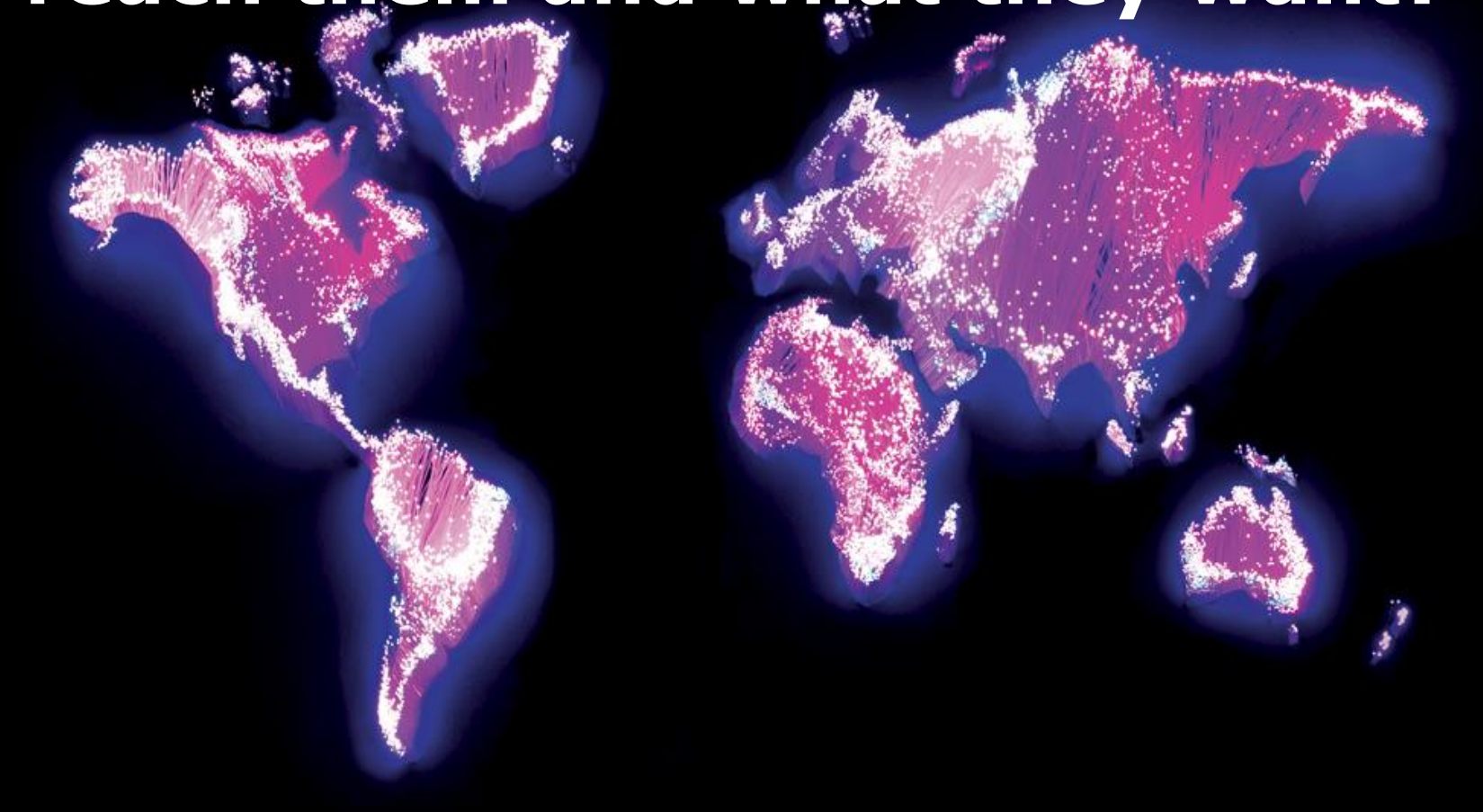
emmaj70

Where are the markets going, how to reach them and what they want?



Top 20 largest recruiters of international students 2011-12

Institution	Non-UK student nos	% students at institution who are international
The University of Manchester	11,235	28%
University College London	10,075	39%
The University of Nottingham	8,985	25%
The University of Edinburgh	8,785	32%
The University of Warwick	8,785	32%
The City University	7,510	39%
University of the Arts, London	7,105	41%
The University of Oxford	7,055	28%
King's College London	6,655	25%
Imperial College of Science, Technology & Medicine	6,630	41%
The University of Birmingham	6,625	41%
University of Bedfordshire	6,555	29%
London School of Economics and Political Science	6,545	67%
The University of Sheffield	6,525	25%
The University of Coventry	6,420	21%
The University of Cambridge	6,100	31%
The University of Southampton	5,955	25%
The University of Leeds	5,795	18%
Middlesex University	5,780	25%
The University of Newcastle-upon-Tyne	5,500	26%

Source: UKCISA

Current trends

- Reputation
- Global employability/local opportunities
- Student experience
- Cost/ROI
- Value added?

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Advocacy, ambassadors and networks

Understand your audience

Multi-channel approach

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Population: 1,338,085,000
Monetary unit: renminbi (yuan) (Y)
Capital city: Beijing
Major languages: Mandarin Chinese
Major religions: nonreligious 39.2%; Chinese folk-religionist 28.7%; Christian 10.0%, of which unregistered Protestant 7.7%9, registered Protestant 1.2%9, unregistered Roman Catholic 0.5%9, registered Roman Catholic 0.4%9; Buddhist 8.4%; atheist 7.8%; traditional beliefs 4.4%; Muslim 1.5%
Introduction
The Chinese economy, now the second largest in the world, has rebounded from a recession that continues to linger on elsewhere. The world's largest brands have operated in China for many years, and now, as a growing proportion of the country's income is transferred to its people, those brands are increasingly keen to claim a stake in its fast-growing consumer market.
They are competing against confident, and increasingly dominant, local players. Furthermore, China is a complex country, presenting a host of communication challenges to even the most established global brand. So there is a huge demand for savvy, experienced and capable PR specialists. In its
Resolving host in proxy script...

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New leader at Nottingham University Business School in China

10 Nov 2010 09:36:10.040
PA 309/10

Carl Fey, Professor of International Business, has been appointed Dean of the Nottingham University Business School China. He takes over from Professor Chris O'Brien who retired after 42 years with The University of Nottingham.

Professor Fey, who will also become Dean of the Faculty of Social Sciences at The University of Nottingham Ningbo, China, comes from the Stockholm School of Economics where he helped establish a successful branch campus for executive education in Russia. Professor Fey has also worked as a visiting professor at China Europe International Business School.

Professor Fey said: "In Executive education programmes I am a strong believer in programmes that tie classroom learning to implementation projects back in the company to ensure that learning really gets implemented."

Additional resources

No additional resources for this article

Related articles

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China's Premier Wen Jiabao visits The University of Nottingham Ningbo, China
Friday 8th April 2011

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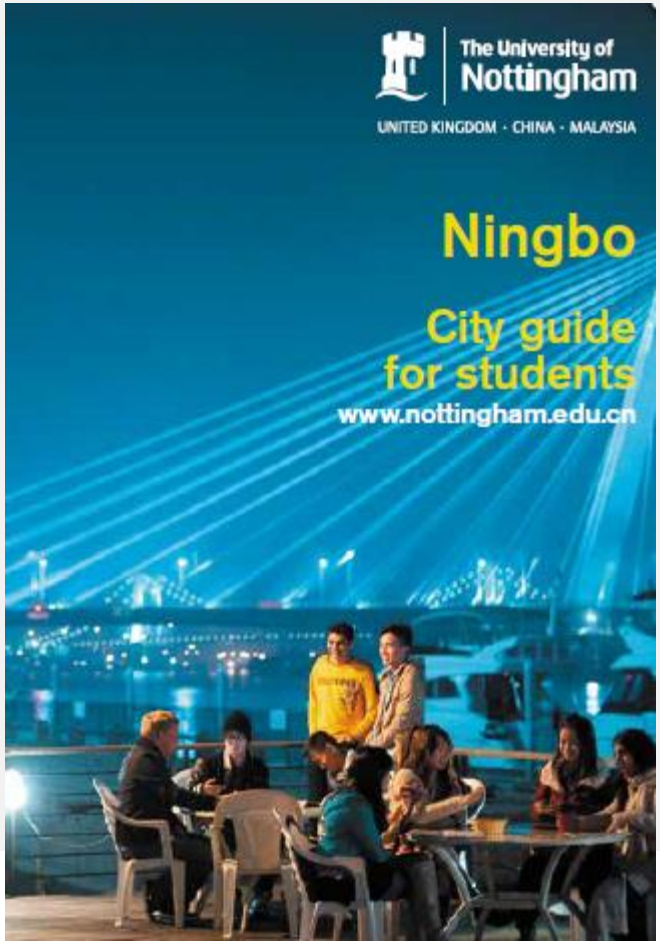
Targeted activities



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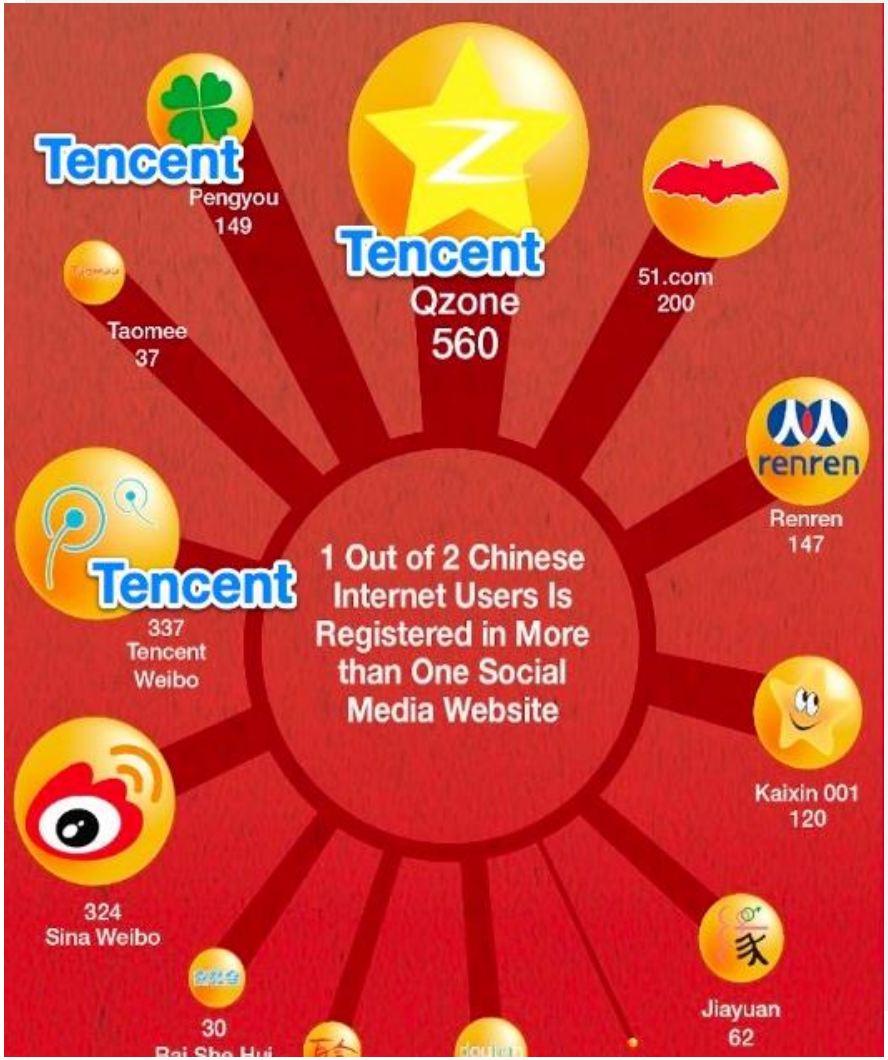

A key strategy for reach and leverage is to re-purpose and refocus content across a wide range of channels.

Monitor channel development and growth and go where your audiences are — you can't be everywhere.

Maximise channel links and opportunities to engage across platforms and embed social media within your PR and marketing strategy (inc. publications).

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【生命在于骑车II】 “生命在于骑车”旨在支持“诺丁汉未来之星”项目，为经济有困难的学生提供助学金和奖学金，同时为年轻人提供继续深造和接受高等教育的机会.Nick校长继去年的活动取得成功后，明天他和队友们将再次启程。截至目前，Nick个人已募得£11,855.00的善款。更多信息，http://rrurl.cn/nmxIbj 8小时前
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What they want?

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Thank you for listening.

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