12th International Week

UNIVERSITY OF APPLIED SCIENCES IN NYSA

Marketing Higher Education Institutions: Strategies & Best Practices

Enhancing Visibility, Enrollment & Engagement

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12th International Week

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- Erasmus+ University Coordinator
- International Cooperation Office
- Promotion Office
- Internships & Career Office
- IEEF Branch Office

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Fields for cooperation:

internationalization of higher education, international cooperation supported by AI tools, university sustainable management, intercultural communication, international business, international marketing&promotion, public relations, international project management, cultural heritage management and protection of monuments






2 001 FOUNDATION
2 000 STUDENTS
14 000 GRADUATES
300 STAFF
189 LECTURERS
7 DEPARTMENTS
15 FACULTIES

PRACTICAL PROFILE

UNIVERSITY OF APPLIED SCIENCES IN NYSA

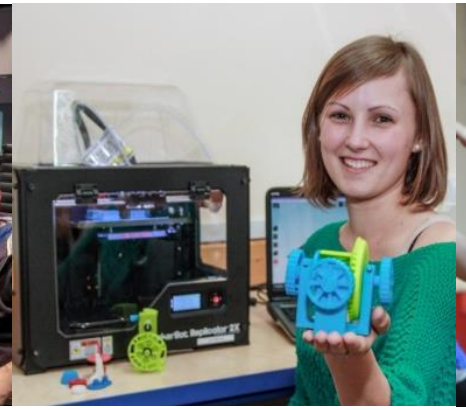
6 months traineeships (every field of study, domestic or abroad, including Erasmus+ and other project where students get paid for)

180 MOBILITIES OUT
120 MOBILITIES IN
(students and staff yearly, short and long term)

titles: **ENGINEER, BACHELOR, MASTER** (full or part time studies)








UNIVERSITY OF
APPLIED SCIENCES IN NYSA

Strategy of the University of Applied Sciences in Nysa 2021-2027

top quality of education

modern and efficient management

leading role in the development of the region







FACULTY OF TECHNICAL SCIENCES

Engineer	Architecture 073	Conservation and preservation of monuments, light architecture	4
Master	Architecture 073	Integrated design	1.5
Engineer	Computer science 061	Computer games and multimedia, Internet systems, IT system and network security	3.5
Engineer	Management and production engineering 0710	Automation and mechatronics systems, production and manufacturing service management, quality engineering, sustainability engineering	3.5
Master	Management and production engineering 0710	Production logistics, sustainable clean production, IT systems in management	1.5

FACULTY OF MEDICAL SCIENCES

Bachelor	Nursing 0913	Nursing	3
Master	Nursing 0913	Nursing	2
Bachelor	Emergency medical rescue 0914	Emergency medical rescue	3

FACULTY OF HEALTH SCIENCES AND PHYSICAL EDUCATION

Bachelor	Cosmetology 0910, 1012	Cosmetic chemistry and technology, specialist cosmetology	3
Bachelor	Dietetics 090, 0721	Clinical dietetics, sports dietetics, psychodietetics	2
Master	Dietetics 090, 0721	Paediatric dietetics, sports dietetics, psychodietetics	3
Bachelor	Human psychophysical development 1014	Strength and conditioning coach, personal trainer, psycho-motor recreation	3
Bachelor	Special skills of uniformed formations 1014, 1031*	1014 Sports 1031 Military and defence	3

Degree	Field of Study ISCED codes	Specialisation	Duration in years
FACULTY OF ECONOMIC SCIENCES			
Bachelor	Finance and accounting 0411, 0412	Accounting and financial control HR and payroll-support IT tools	3
Master	Finance and accounting 0411, 0412	Company finance management, human resources management	2
FACULTY OF SOCIAL SCIENCES			
Bachelor	Administration 040	Public administration, social policy	3
Bachelor	Internal security 1030, 1031	Penitentiary science and social readaptation, criminology and forensic sciences, protection and defence of society, security system management	3
Master	Internal security 1030	Local community security, internal security protection services and formations, crisis management	2
Master	Pedagogy 011	Early childhood education	5
FACULTY OF JAZZ AND POPULAR MUSIC			
Bachelor	Jazz 0215, 0211	Instrumental studies, vocal studies, sound realisation, artistic education	3
Master	Jazz 0215, 0211	Instrumental studies, vocal studies, music and sound production	2
FACULTY OF MODERN LANGUAGES			
Bachelor	Philology: English Studies 023, 041	English language teaching, business translation	3
Master	Philology: English Studies 023, 041* German Studies 023, 041*	Practical translation studies	2
Bachelor	Philology: German Studies 023, 041	German language teaching (teaching German as a minority language), business translation	3

Introduction

- Importance of marketing in higher education
- Changing landscape: increased competition, internationalization, digital transformation
- Goals: attract students, build brand reputation, strengthen alumni relations

Universities rely on marketing to attract and retain students—education is a big investment, and schools need to prove their value.

Market Trends in Higher Education

- Rise in online/distance education
- Global student mobility
- Student-as-customer mindset
- Role of rankings and reputation

Target Audience Segmentation

- Prospective undergraduate and graduate students
- International vs. domestic students
- Parents, career counselors, and high school advisors
- Alumni and donors

Branding in Higher Education

- Creating a distinctive identity
- Consistent messaging across platforms
- Example: **University of Oxford** – Prestige and tradition
- Example: **Minerva University** – Innovation and global access

Digital Marketing Strategies

- SEO and SEM
- Social media marketing (TikTok, Instagram, LinkedIn)
- Email campaigns
- Webinars and virtual tours
- Example: **University of Southern California (USC)** uses influencer-style content on TikTok to attract Gen Z

Website Optimization

- Mobile-friendly, fast loading
- Easy navigation, intuitive UI
- Personalized content based on user behavior
- Example: **University of Michigan's** site adjusts based on user demographics

Content Marketing

- Blogs, articles, student testimonials, faculty interviews
- Video storytelling
- Research impact highlights
- Example: **Harvard Business School** uses thought leadership content to reinforce its global brand

Student-Centered Messaging

- Focus on outcomes: employability, alumni success
- Authentic student voices
- Diversity, equity, inclusion (DEI) messaging
- Example: **University of Toronto** campaigns highlighting diverse student journeys

Leveraging Data and Analytics

- Track marketing ROI
- A/B testing for campaign optimization
- Predictive analytics for admissions
- Example: **Arizona State University** uses CRM systems for data-driven decision-making

Social Media Best Practices

- Platform-specific strategies (Instagram Reels, LinkedIn for alumni stories)
- Community engagement
- Real-time responses
- Example: **Boston University's TikTok** – Behind-the-scenes, day-in-the-life content

Alumni and Donor Engagement

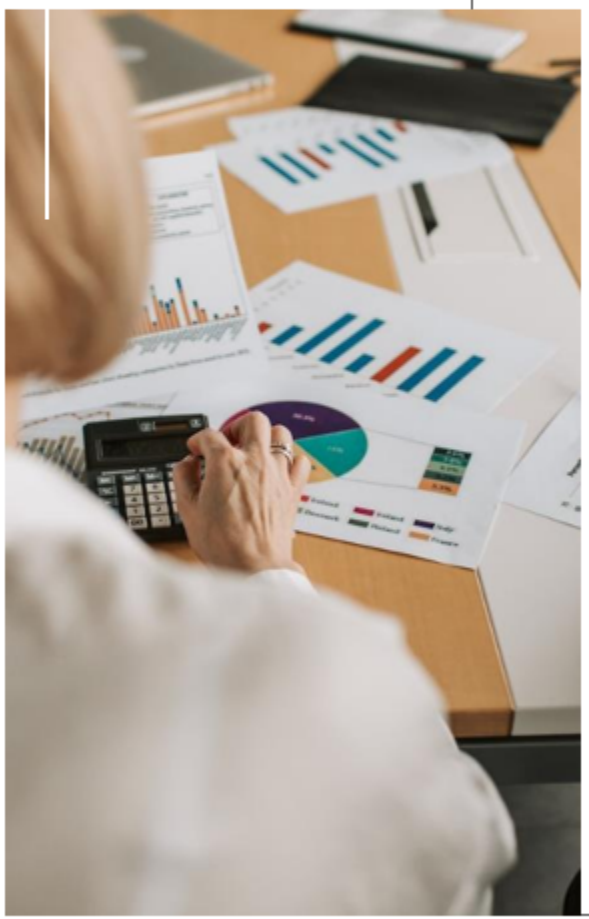
- Newsletters and alumni magazines
- Networking events and reunions
- Impact-driven donation campaigns
- Example: **Stanford University's "Stanford Stories"** connect alumni with current students and research initiatives

International Recruitment

- Multilingual content
- Regional reps and global partnerships
- Country-specific campaigns
- Example: **University of Melbourne's "Study With Us"** campaign for Southeast Asia

Steps to create effective university marketing plan

This slide represents steps to develop effective university marketing plan to enhance customer awareness and generate leads. It provide information such as assess institutes strengths, develop website, create social media accounts, distribute flyers and offer scholarships.



Assess institutes strength

- Develop marketing strategy based on university's strength
- Identify various faculties and promote according to demographic

Distribute flyers

- Design college flyers and distribute them
- Make the flyer
  - Simple
  - Easy to understand
  - Effective information

Develop website

- Create university website to provide a professional image
- Design a profession email address to increase global availability

Offer scholarships

- Provide scholarship programs to attract brilliant students
- Invite applications to increase student engagement

Establish social media account

- Advertise on social media to improve online presence of university
- Use sponsored posts to reach potential customers

Checklist for university marketing implementation plan

This slide showcases university marketing plan implementation checklist which helps organizers track performance and assess areas of improvement. It provides information such as situation analysis, SWOT analysis, marketing strategies, implementation and performance measures.

Objectives	Actionable points	Status
Situation analysis	▸ Assess universities market share and analyze present trends ▸ Define primary and secondary target audience through consumer analysis	Completed
SWOT analysis	▸ Define institutions value proposition ▸ Identify opportunities such as collaborations with different institutes	Completed
Marketing channels & strategies	▸ Use broad marketing mix to generate awareness such as — Direct mails, advertising, social media marketing ▸ Estimate promotional, advertising and outsource expenditures	Completed
Implementation	▸ Define owned media value proposition ▸ Communicate marketing strategy to market through channels such as — Social media and email marketing — Scholarship programs, radio advertisement — Flyers	Work in progress
Performance measures	▸ Determine potential tactical changes with KPI's such as click through rates, social media engagement, cost per lead ▸ Evaluate results to enhance future refinement process	Due

Strategic marketing plan to increase university awareness

This slide provides university marketing plan which enables marketers to reach wider audience and improve institutes visual identity. It includes goals, target audience, marketing strategies, distribution channels and time duration.

Goals	Target audience	Marketing strategies	Distribution channel	Time duration
➢ Expand awareness and recognition of university by 10%	➢ Potential students (credit and non credit) including – Current high school students – College graduate looking to update skills – Unemployed workers – Graduates wanting to study further ➢ Parents and family decision makers ➢ Community at large	➢ Press release to – – Communicate faculty, staff and students accomplishment – Announcements regarding college projects and courses offered	➢ Public events ➢ Personalized emails ➢ Articles	➢ Jan-March 2022
➢ Increase awareness and effectiveness of university website and portal by 5% to 25%		➢ Social media marketing to – – Communicate student events held to community – Provide students and other institutions up to date college information	➢ Facebook ➢ Instagram ➢ LinkedIn ➢ YouTube	➢ Apr-Jun 2022
➢ Raise awareness about associate programs offered by university by 10%		➢ Advertising college to – – Communicate sponsorship programs to community – Increase visibility of university across all platforms	➢ Newspapers ➢ Special promotions ➢ Television ➢ Radio stations	➢ Jul- Sep 2022

Challenges and Future Outlook

- Adapting to AI and personalization
- Student privacy concerns
- Increasing competition from non-traditional institutions
- Lifelong learning and microcredentials

Conclusion

- Personalization, authenticity, and tech integration are key
- Data-informed strategy enhances effectiveness
- Best practices drive both recruitment and retention
- Final thought: **“Marketing is no longer about the stuff you make, but the stories you tell.”** — Seth Godin