



ERASMUS MUNDUS Action IV Project  
Prague Seminar, 19th-20th June 2008

# Promoting German Higher Education Worldwide: Marketing, Branding, Recruitment



**Christian Müller**

DAAD Bonn

Head of Division Communications and Marketing

Email [C.Mueller@daad.de](mailto:C.Mueller@daad.de)

**Hi!**  
**Potentials**  
International careers  
made in Germany.



## A word about us: What is and what does the DAAD?



- DAAD as the German national agency for international education
- DAAD as a relevant international "player"
- DAAD and its portfolio of activities





International Marketing - The German Approach -

# 1. Situation Analysis

---



„Endangered Attractiveness“ (end of the 90s)

1. **Decrease** in the number of students and researchers from

- USA
- Japan
- Korea
- United Kingdom
- Latin America

2. Still: „**brain drain**“ to the U.S. (young researchers, mainly in natural and bio-medical sciences)

3. Dropping numbers of German students in  
**natural and engineering sciences**

*Viel wichtiger als Wissen.  
Albert Einstein*



International Marketing - The German Approach -

## 2. Situation Analysis

---



„Endangered Attractiveness“ (II)

4. Growing **international competition** amongst providers of higher education
  5. Systematic **promotion campaigns** carried out by competitors
  6. Growing concern about **demographic changes** and the lack of skilled workforce (researchers, engineers etc.)
- ⇒ What should be the **role of Germany** in international HE mobility in the next decade?

Vorstellungswelt  
ist Wissen.  
Albert Einstein



International Marketing - The German Approach -

### 3. Setting Aims and Objectives

---



- ✓ position Germany as a relevant global provider for higher education and research
  - ✓ attract qualified students and researchers from abroad
  - ✓ export German study programmes
- 
1. enhance the general conditions of studying in Germany for international students
  2. develop new attractive study programmes for international students
  3. start a global marketing and public relations campaign both for the HE system itself and specific programmes of the HEIs



International Marketing - The German Approach -

## 4. International Marketing of HE: Organisation



### Joint Initiative *International Marketing for Study and Research in Germany*

35 institutions and „players“ in politics, economy, and states („Länder“)



### GATE- Germany

118 Research and Higher Education Institutions



Vorstellungskraft  
ist wichtiger  
als Wissen.  
Albert Einstein



## International Marketing - The German Approach - 5. Activities and Instruments



### „Road shows“, promotion tours



### Higher education fairs



### Media campaign, Internet portal

### Global network of information centres



### Conferences, workshops and consultancy for german HEIs





## International Marketing - The German Approach - 5. Activities & Instruments: (a) HE Fairs



Roadshows (3 - 5 p.a.),  
2 - 3 places per country,  
only German exhibitors



German pavilion at large intl'  
education fairs (6 – 9 p.a.)



Participation in a smaller  
setting at education fairs,  
DAAD Information-Centre,  
Alumni, Embassy etc.,  
150- 200 p. a.







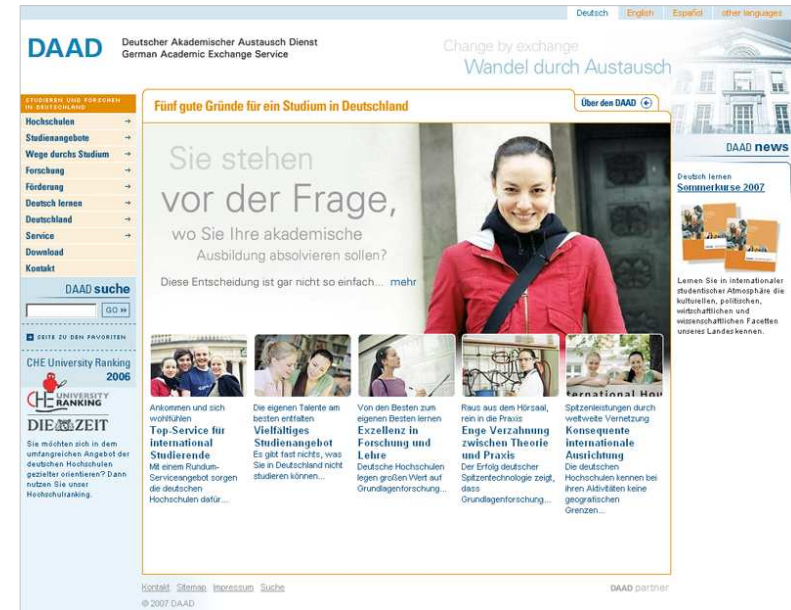
International Marketing - The German Approach -

## 5. Activities & Instruments: (b) Communic. & Media



### Internet Communication:

- Homepage DAAD Bonn in three languages (German, English, Spanish)
- Websites of DAAD branch offices in 19 other languages (from Arabic to Usbekian)
- Pageviews of all DAAD internet sites ca. 210.000 per day
- Of which: Information for foreign students: ca. 65.000 per day



[www.london.daad.de](http://www.london.daad.de)

[www.daad.org](http://www.daad.org)

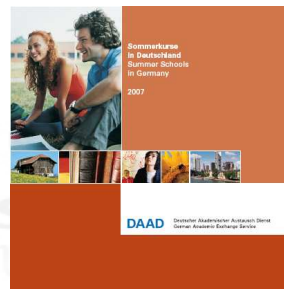
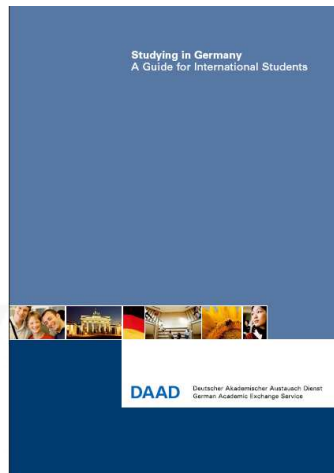
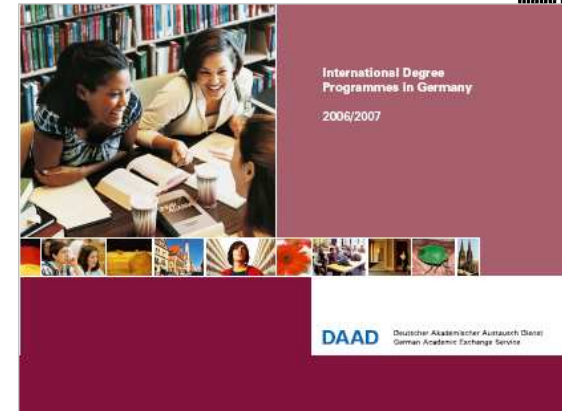
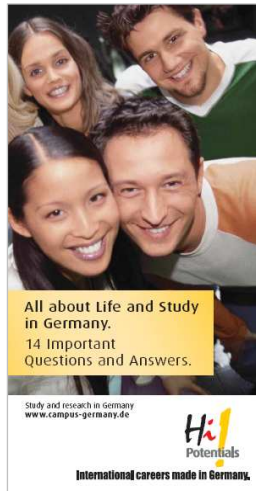
[www.tokyo.daad.de](http://www.tokyo.daad.de)

[www.rio.daad.de](http://www.rio.daad.de)

[www.daad.de](http://www.daad.de)



## International Marketing - The German Approach - 5. Activities & Instruments: (b) Communic. & Media



- Printed Material
- Multimedia (CD-Rom, DVD)



International Marketing - The German Approach -  
**5. Activities & Instruments: (c) Training**

---



## Capacity Building and Training

**Workshops and seminars  
for professionals in Higher  
Education Marketing at German  
Universities**



*Vorstellungskraft  
ist wichtiger  
als Wissen.  
Albert Einstein*



## International Marketing - The German Approach - 6. German Branding Campaign



### Propositions of the German Branding campaign: focus on...

- quality of study programmes and research opportunities
- good value for money  
(*not cheap*)
- reliability
- seriousness, soberness  
(*lack of humour*)
- individualism, personal success
- modern, not trendy
- attractive country

"I'M AMBITIOUS ABOUT CHEMISTRY, SO STUDYING IN GERMANY WAS A NATURAL REACTION."

Sally Collins, 25, graduate in chemistry from Imperial College London, and currently a PhD student at the Technische Universität München.

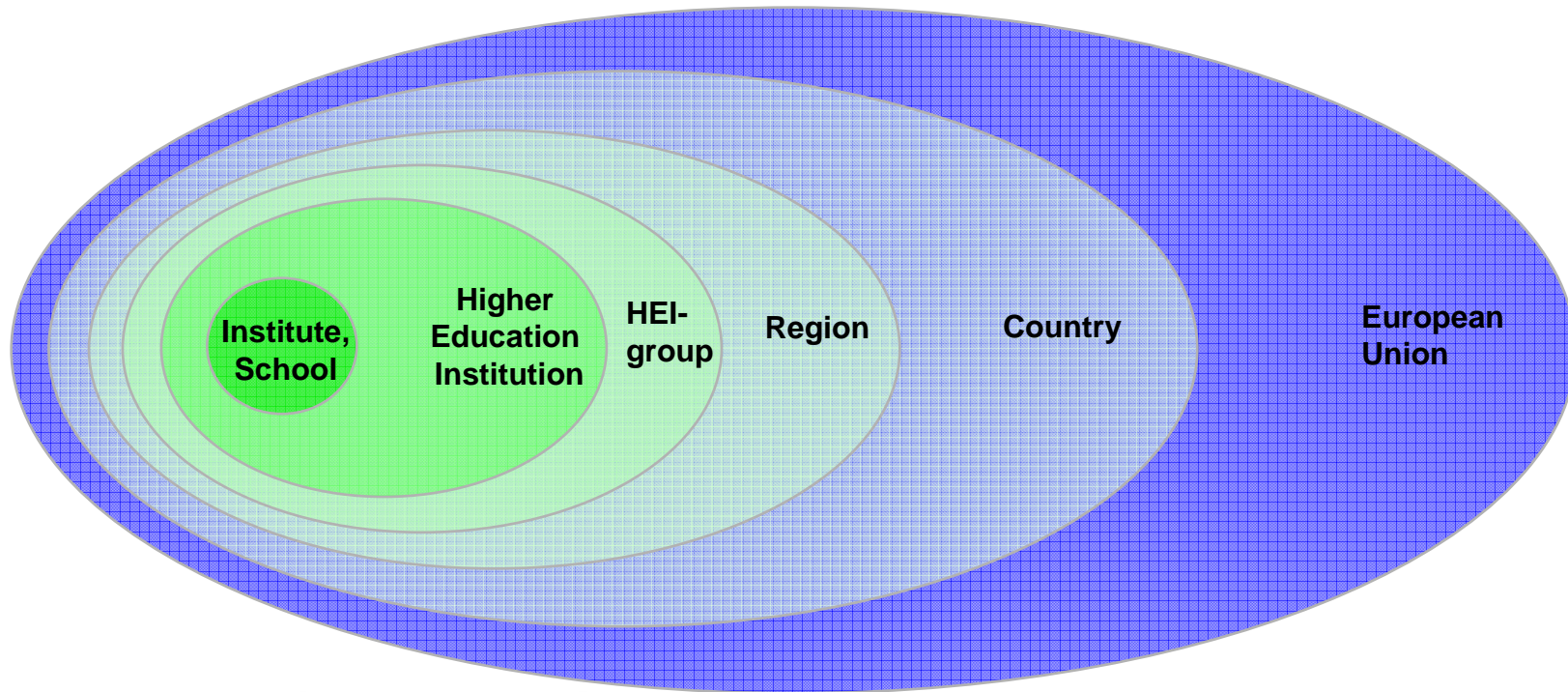
Study and research in Germany  
[www.campus-germany.de](http://www.campus-germany.de)

The advertisement features a woman, Sally Collins, standing in a laboratory or classroom setting with a chalkboard in the background. She is wearing a grey and white argyle sweater and has her arms crossed. The text is overlaid on the image. At the bottom right, the 'Hi! Potentials' logo and tagline are repeated.



## 7. Branding Entities

---



Vorstellungskraft  
ist wichtiger  
als Wissen.  
*Albert Einstein*



## International Marketing – The European Approach - 8. Projects on European Level



### Action schemes and projects

- PEER-Consortium (DAAD, EduFrance, Nuffic, British Council)
- EHEFs (European Higher Education Fairs) based on local responsibility, cooperation, and organisation
- EHEF with funding from EU-Third-Country-Programmes (Asia-Link, Bangkok Nov. 2004)



Vorstellung ist wichtiger als Wissen.  
Albert Einstein



## International Marketing – The European Approach - 9. Projects on European Level



### Action schemes and projects

- ❑ Contract for the PEER-Consortium (DAAD, EduFrance, Nuffic), in association with British Council for the implementation of seven EHEFs and Asia-Link-Symposia, 2006-08: Bangkok, Delhi, Kuala Lumpur, Beijing, Hanoi / HCMC, Manila, Jakarta



Countries rich in tradition and innovation

Great intellectual and technical innovations have made Europe what it is today: a leader in areas of the liberal arts, in design and fashion, in banking and financing, in the media and in telecommunications technologies. The large number of European Nobel Prize winners clearly demonstrates the European continent's tremendous capacity for excellence. Many technological innovations have European inventors. The

- ❑ Study on the perception of European HE in third countries (ACA)

- ❑ Global Promotion Project

Wissen ist wichtiger als Wissen.  
Albert Einstein





## International Marketing – The European Approach - 10. Marketing HE in Europe

---



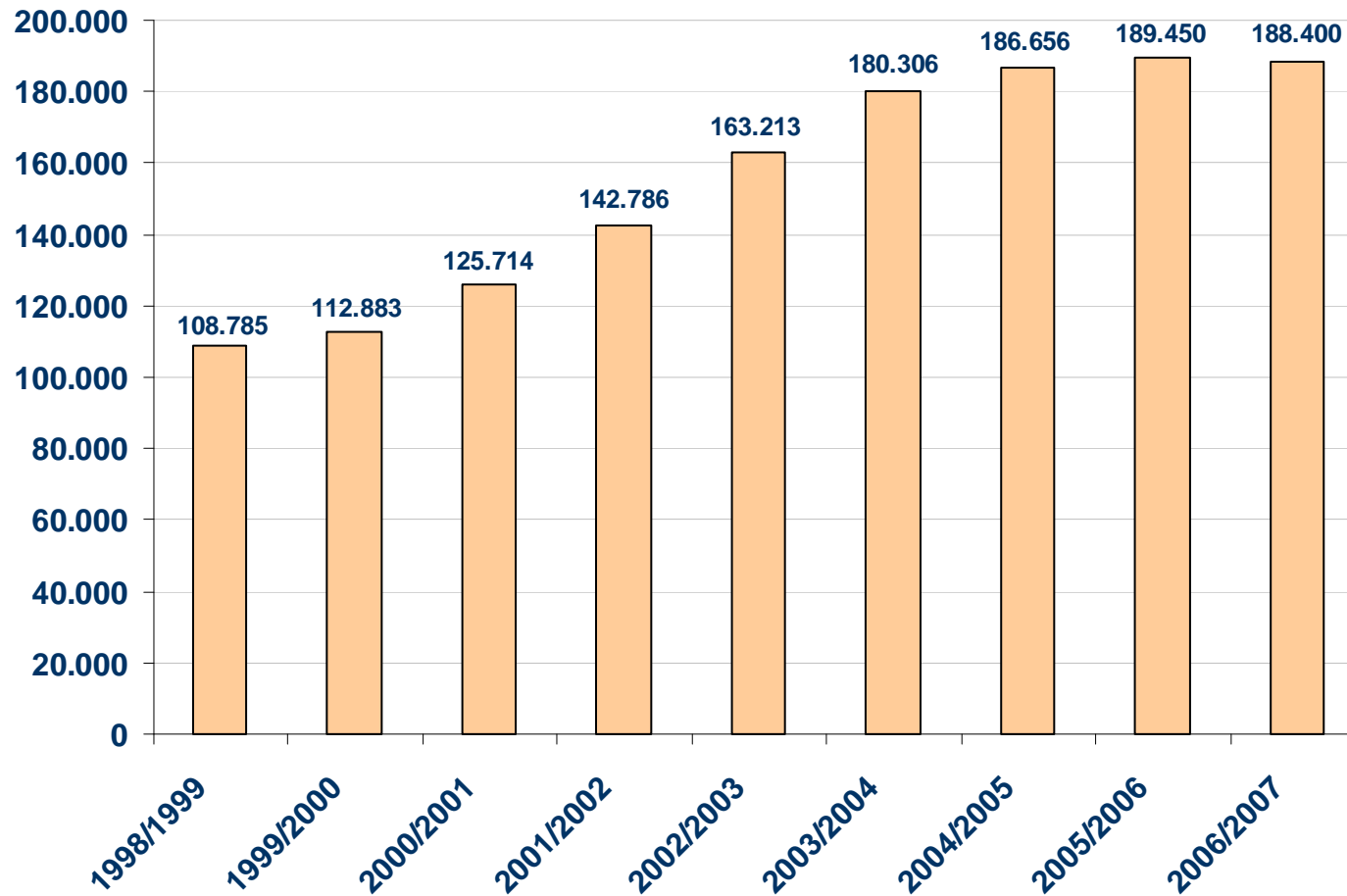
### Some thoughts on a rationale behind marketing HE in Europe:

- visibility, size, impact
- cost effectiveness
- benefits for "smaller" countries
- importance of European HE sector and research institutions  
for future economic development, generation of wealth

Vorstellungskraft  
ist wichtiger  
als Wissen.  
Albert Einstein



## International Marketing – The German Approach - 11. Outcomes: First Results



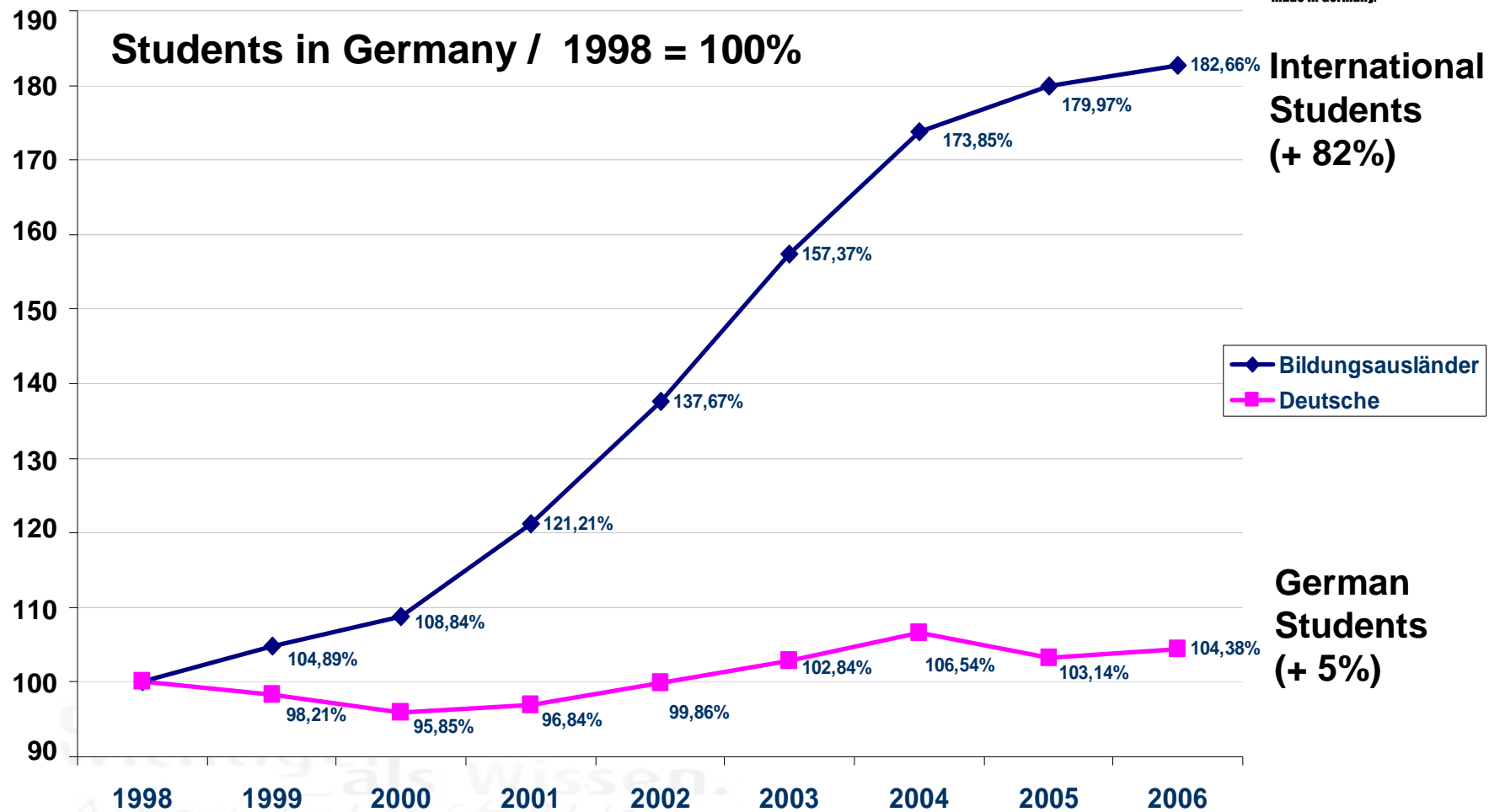
**International Students**  
(188,400 = 9,5%)

**Grand total of students in HE**  
(1.932.300)

Plus 58,000 students with foreign passports, but who are permanent residents in Germany and have graduated from a high school in Germany.



## International Marketing – The German Approach - 12. Outcomes: First Results

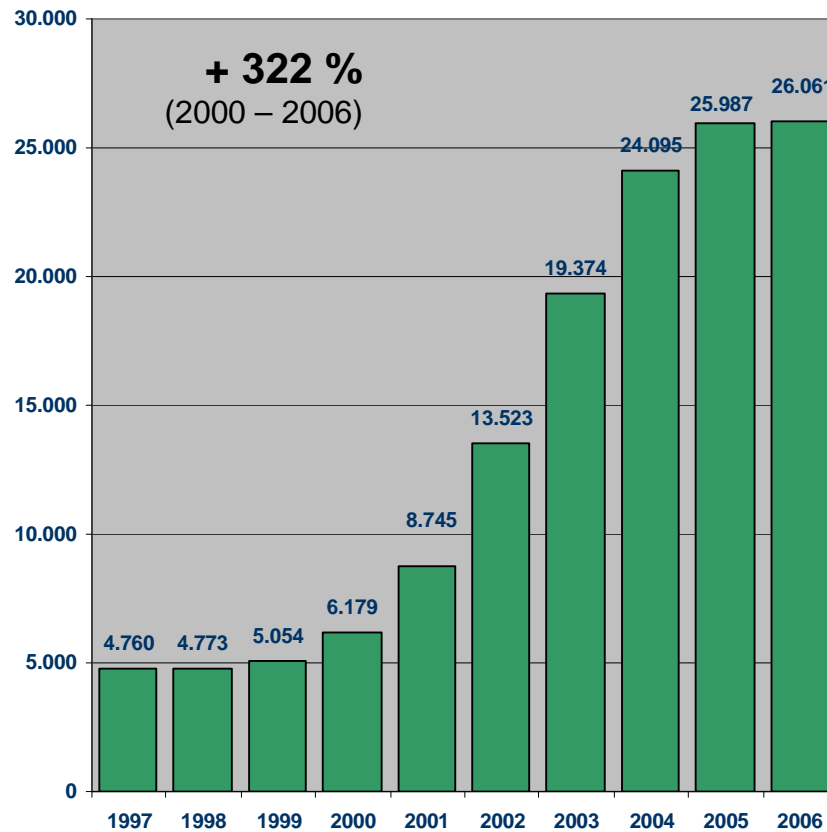




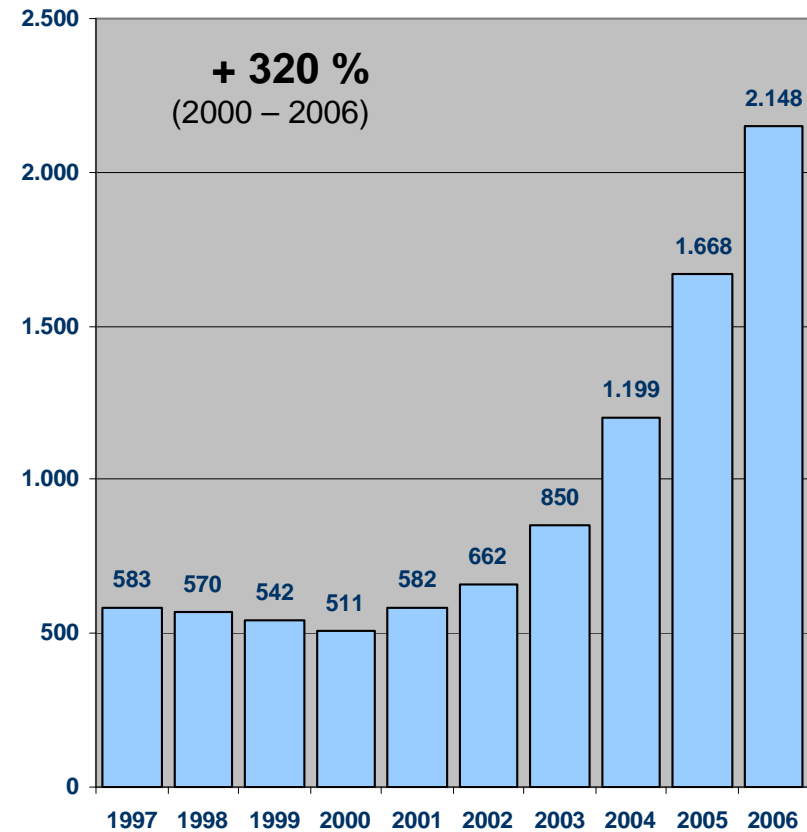
## International Marketing – The German Approach - 13. Outcomes: First Results – Countries of Origin



### Students from China



### Students from Vietnam

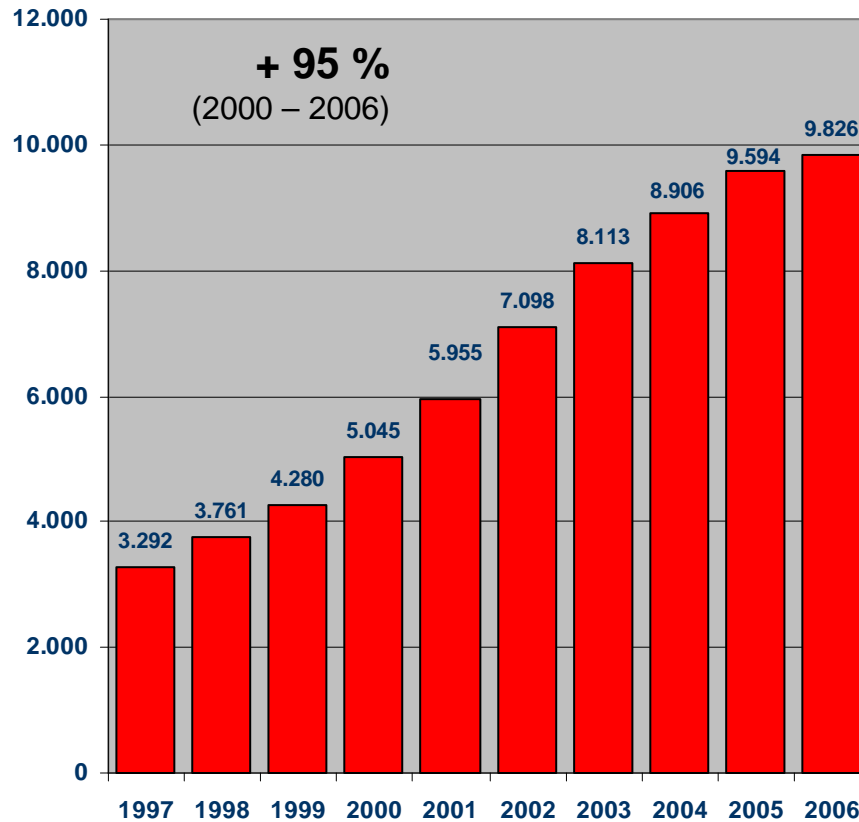




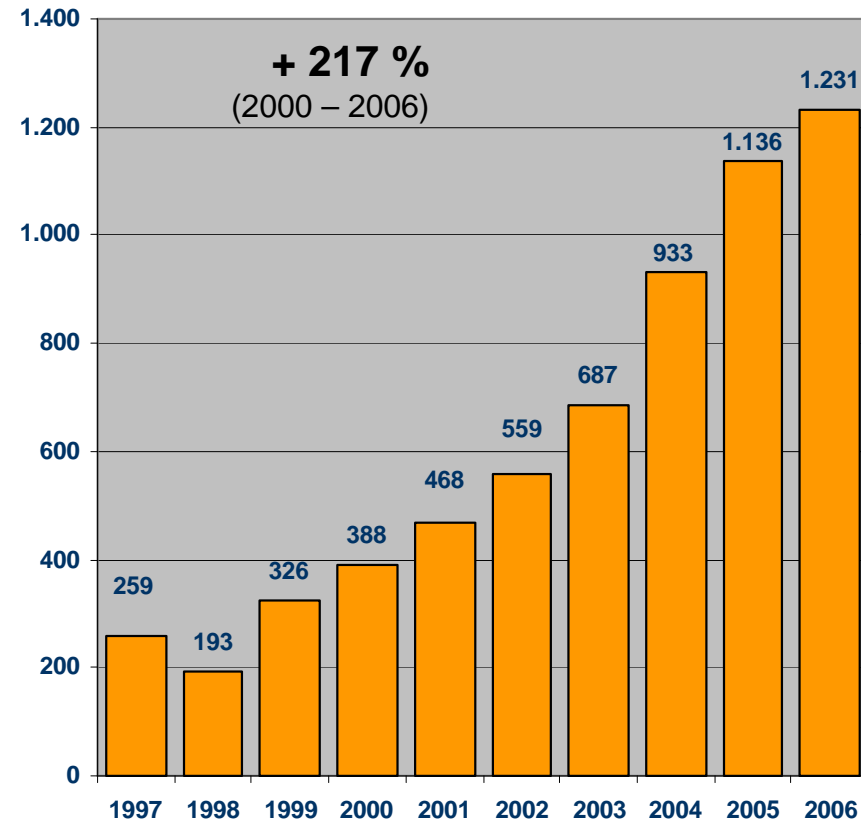
## International Marketing – The German Approach - 14. Outcomes: First Results – Countries of Origin



### Students from Russia



### Students from Mexico





International Marketing – The German Approach -

## 15. Outcomes: First Results – Main Nationalities



<b>1</b>	<b>China</b>	<b>26.061</b>
<b>2</b>	<b>Bulgaria</b>	<b>12.423</b>
<b>3</b>	<b>Poland</b>	<b>12.301</b>
<b>4</b>	<b>Russia</b>	<b>9.826</b>
<b>5</b>	<b>Maroc</b>	<b>7.190</b>
<b>6</b>	<b>Turkey</b>	<b>7.077</b>
<b>7</b>	<b>Ukraine</b>	<b>6.928</b>
<b>8</b>	<b>Cameroon</b>	<b>5.389</b>
<b>9</b>	<b>France</b>	<b>5.293</b>
<b>10</b>	<b>Austria</b>	<b>4.225</b>
<b>11</b>	<b>Spain</b>	<b>3.976</b>

as per winter term 2005/06



## International Marketing – The German Approach - 16. Main Challenges

---



- Internationalise study programs further, enhance quality, guidance and completion rate
- Face the challenges of new competitors (Asia, Golf-States), resist to volatility of markets
- Enhance the marketing expertise and institutional support at German HEIs
- Strengthen recruitment efforts on Masters- and PhD-level

Vorstellungskraft  
ist wichtiger  
als Wissen.  
Albert Einstein



**Thank you for your attention!**

**Christian Müller**

Head of Division

Communications and Marketing

DAAD Bonn

Tel ++49-228 - 882-312

Email [C.Mueller@daad.de](mailto:C.Mueller@daad.de)

Vollständiger Erfolg  
ist wichtiger als Wissen.  
Albert Einstein