

## INTERNATIONAL MARKETING PLAN

### VISION FOR INTERNATIONAL EDUCATION IN OUR SCHOOL:

Examples

- To share our unique learning and physical environment with international students from a variety of countries
- To provide international students with a safe and caring environment in class, at school and in the wider school community, where their culture and contribution to the school is acknowledged and celebrated and where they receive a consistently high quality education experience
- To offer a high quality education to international students for the enduring cultural, social and economic benefit of our students, teachers and the wider school community

### STRATEGIC MARKETING OBJECTIVES: (see notes below)

#### OBJECTIVE ONE

Example: Increase student numbers from China from <x> to <y>

#### OBJECTIVE TWO

Example: Diversify our existing international marketing activities to grow student numbers outside of China

#### OBJECTIVE THREE

Example: Develop a group short study experience programme for Japanese student groups

#### OBJECTIVE FOUR

Example: Improve the student welcome and induction process

### NOTES:

1. Aim for a small number of key objectives (we recommend no more than four). Keep them brief and provide more detail in the planning table.
2. Besides student recruitment and marketing you should consider setting one or more objectives around student experience, programmes and product and student retention / progression.
3. In developing your international marketing plan you should consult key stakeholder groups to ensure there is agreement around the answers to the following questions?
  - a. International students – what benefits does our school offer to them?
  - b. New Zealand students – what benefits do our New Zealand students gain from learning alongside students from other countries and cultures?
  - c. Teachers – what are the benefits for teachers in our school in having international students in their class?
  - d. School community – what does the wider school community need to provide to support international students, and how does the wider school community benefit from hosting international students at our school?
  - e. Board of Trustees – do they support our vision for international students at our school and

## MARKETING PLAN (see note 3)

Objectives	Strategies	Specific Activity/ies	Resources Required	HR resource (who is responsible for each activity)	Planned Timeframe	Total cost (Ex GST)	Success Measure	
<b>OBJECTIVE ONE:</b> Example: Increase current student numbers from <China>	Social media marketing	Daily updates on both RenRen and Weibo	HR and time Translation	International Director with support	At least <once> per week throughout the school year		<ul style="list-style-type: none"> <li>Fair attended and &lt;90&gt; student inquiries generated</li> <li>Increase of &lt;30&gt; enrolments from the &lt;China&gt; market by &lt;2014&gt;</li> </ul>	
	Attend fair	August 2014 in <x> location		International Director				
	Develop and strengthen relationships with <3> key agents	Select agents to visit and do it		Travel costs Marketing collateral Relief costs	International Director	Begin <x> month 2013 Complete by <y> month 2014		<ul style="list-style-type: none"> <li>&lt;3&gt; number of new signed agreements with reputable agents</li> <li>&lt;3&gt; key agents have visited</li> <li>Increased reciprocal communication</li> </ul>
		Support familiarisation tours		Itinerary and event planning	International Director with regional group	<March>, <May> & <August>		
	Regular agent communications		Develop newsletters and distribute	International Director	International Director	At least <once> per month throughout the school year		
Establish <1> partner school relationship	Develop criteria for ideal partner school (location, size, school vision etc.)		Travel costs Marketing collateral	International Director	<September 2013>		<ul style="list-style-type: none"> <li>Increased reciprocal communication in the first year</li> <li>At least one joint class project or activity by distance in the first year</li> </ul>	
<b>OBJECTIVE TWO:</b> Example: Diversify our existing international marketing activities to grow student numbers outside of China	Market Research	Research which markets outside of China we should be considering to diversify our international student community	HR and time	International Director	<February 2014>		<ul style="list-style-type: none"> <li>New markets researched and evaluated</li> <li>Costs and benefits for new market entry identified</li> <li>Market entry plan implemented</li> </ul>	
	Market Selection	Select which other existing international markets to grow or which new markets to enter	HR and time	International Director	<April 2014>			
	Business case	Develop a detailed budget for entry and development of the selected new market	HR and time	International Director	<June 2014>			
	Market entry	Implement marketing activities in the selected new market	Travel costs Marketing collateral Relief costs	International Director	<September 2014>			
<b>OBJECTIVE THREE:</b> Example: Develop a group short study experience programme for Japanese								



student groups							
<b>OBJECTIVE FOUR:</b> Example: Improve the student welcome and induction process							

## MARKETING PLAN GUIDE

1. Same as objectives below in the table. You only want a limited number of objectives (recommend no more than four). Keep them brief and provide more detail in the planning table.
2. You may like to set an objective around student experience, programmes and product and retention.
3. The purpose of the table is to break down your objectives into achievable and measurable goals.
  - a. How will you achieve your objectives? The strategies are potential courses of action that will assist you in achieving your objectives.
  - b. Each strategy is then broken down into specific activities/deliverables that need to be completed in order to implement your strategy
  - c. For each specific activity you will need to outline what resources you require, this could be human resources, capital, collateral etc.
  - d. Responsibility is then assigned to an HR resource i.e. who is responsible for ensuring these activities are completed?
  - e. Allocate a realistic timeframe to complete each activity.