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)

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Strategies</th>
<th>Specific Activity/ies</th>
<th>Resources Required</th>
<th>HR resource (who is responsible for each activity)</th>
<th>Planned Timeframe</th>
<th>Total cost (Ex GST)</th>
<th>Success Measure</th>
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</table>
| **OBJECTIVE ONE:**  
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  
  - International Director  
- Attend fair  
  - August 2014 in <x> location  
- Develop and strengthen relationships with <3> key agents  
  - Select agents to visit and do it  
  - Travel costs  
    - Marketing collateral  
    - Relief costs  
  - International Director  
- Support familiarisation tours  
  - Itinerary and event planning  
  - International Director with regional group  
  - <March>, <May> & <August>  
- Regular agent communications  
  - Develop newsletters and distribute  
  - 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>  
|  |  |  |  |  |  |  |  |
| **OBJECTIVE TWO:**  
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>  
- 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>  
|  |  |  |  |  |  |  |  |
| **OBJECTIVE THREE:**  
Example: Develop a group short study experience programme for Japanese  
-  |  |  |  |  |  |  |  |
## 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.

<table>
<thead>
<tr>
<th>OBJECTIVE FOUR: Example: Improve the student welcome and induction process</th>
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<td>student groups</td>
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