

**PROVA SCRITTA N.1**

Describe the most relevant international students' recruitment tools and channels used by Universities, both online and off line.

## PROVA SCRITTA N.2

Attracting and enrolling international students have become the primary concern of marketing efforts of higher education institutions. For this purpose, understanding the decision-making process and the most critical choice factors of students is vital. Marketing activities should avoid overloading students with information regarding certain specific issues that play minor role in their decisions whilst ensuring that sufficient information is provided on critical issues. What do you think are the most important factors students consider when choosing between foreign universities?

### PROVA SCRITTA N.3

There is a growing number of institutions that work with local representatives in their global education marketing to promote their programs and to support local students going through the application and visa process. These representatives, also referred as education agents, are an important part of the international education sector. What benefit and added value do they bring to Universities and to students?

#### PROVA ORALE 1

1. Globalization has changed the panorama of the education, giving more options to students to choose the place where they want to study next. Nowadays, students from all over the world can enroll in a program in destinations they had never imagined. However, Universities strongly compete to recruit international students. What benefit does internationalization bring to Universities?
2. You are attending an international education fair to promote your university. A group of students approaches your booth. How do you start the conversation and what information would you provide?

PROVA ORALE 2

1. As Coronavirus spread throughout the world and changed our everyday way of life, so did the face of international higher education. What kind of actions do you think recruiters and higher education professionals put in place in order to mitigate the impact of the coronavirus on students' recruitment? Do you think that some of these actions might be used also in a post-Covid era?
2. If you had to plan promotional activities for the next few months, which marketing analysis would you carry out to make an informed decision?

PROVA ORALE 3

1. International students' recruitment is facing unparalleled competition between Universities. What can you do, as a higher education representative, to boost your University international enrolment? What do you think could work best?
2. Describe the typical students' recruitment funnel. How should the communication with students change during each fase of the funnel in order to convert students from prospective to admitted into enrolled students?

#### PROVA ORALE 4

- 1- Communicating to young people requires new channels and a new language. How would you avoid that your email is not opened? How would you capture the attention and make the student read all the message? How would you reach a wide audience to boost your promotional efforts?
- 2- An international student continues to write email after email to your office to receive information on the application process. All the information he needs are on the website and some of the questions have already been answered by you in your previous email. How do you reply?

PROVA ORALE 5

- 1- You wish to invite international students to a promotional event you are going to attend. Which channels would you use to reach a targeted audience?
- 2- If you were speaking before an audience of young people together with representatives of other universities, would you act in a competitive way to show your university is the best choice or would you just try to provide students with useful insights?