

Tips for Marketing Faculty-Led Study Abroad Programs

Outreach to TU Students:

- ✓ **Attend Study Abroad Fair in term of program deadline (REQUIRED)**
- ✓ **Classroom Visits (REQUIRED)**
 - Classes in your department or in other departments that may have an interest in the program
 - Short (2-5 minute presentations)
 - Highlight the academic/cultural aspects of the program, what is included in the price of the program, and handout flyers
 - For repeat programs recruit returnees to present
 - Utilize the Study Abroad Peer Advisor assigned to your program
- ✓ **Internet/Email Communication (REQUIRED)**
 - Send email(s) to students in major
 - Respond to email inquiries from students
 - Post information about the program and photos on Blackboard sites for your classes and your department(and ask other faculty to do the same)
 - Post information with link to the program website on your department's website
 - Post information with link to the program website on your personal website
 - Utilize your program's Facebook group (created by the Study Abroad Office) to post information and interact with prospective and admitted students
- ✓ **Post Flyers around your department/building where allowed (REQUIRED)**
- ✓ **Make a short "commercial" to send to students or post on Daily Digest**
 - For ideas and guidelines on what to include please contact the TU Study Abroad Office
 - Example: Gilda Martinez's commercial for her 2010 NZ program:
http://www.towson.edu/applications/dailydigest/databases/news/20100225_040417PM_joschmid_375.asp
- ✓ **One-on-One Advising with students**
- ✓ **Make announcements at department and relevant campus events**
- ✓ **Connect with student groups in the relevant disciplines and provide them with information about the program**

Outreach to TU Faculty:

- ✓ **Present the program to faculty in your department and encourage them to tell their students and advisees about the program and to hand out flyers (REQUIRED)**
- ✓ **Reach out to faculty in other departments that may have interested students (REQUIRED)**

Outreach to non-TU Students/Faculty:

- ✓ **Send flyers and an introductory letter to colleagues at area institutions, such as UMBC, UMCP, University of Baltimore, Goucher College, etc, or to contacts at universities out of the area.**
- ✓ **Promote the program to colleagues when you attend conferences**