

Marketing, Communication & Student Services for Chinese Students

Cris Yin

University of Coimbra

University of Coimbra



International Relation Unit of the University of Coimbra

- International Cooperation Agreements
- International University Networks
- Mobility of Students/Investigators/Staff
- Marketing and Recruitment of International Students (since 2014)
 - Brasil
 - China (China Desk)
 - Portuguese Language Speaking Countries
- Refugees

China Desk

- Partnership with Chinese institutions
- Marketing and Communication
- Student Services

Marketing for Students Recruitment



Background Studies:

Understand the prospect students

- Where are they?
- Who are they?
- What do they look for?

Where are they?



Beijing



Shanghai



Guangdong

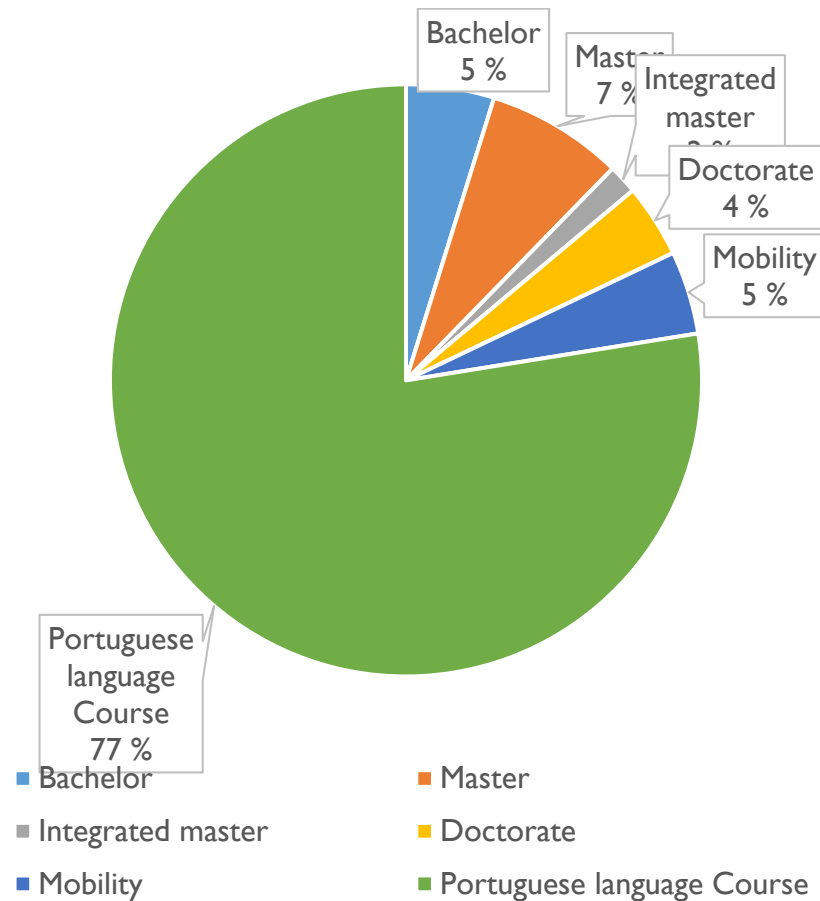


Macao

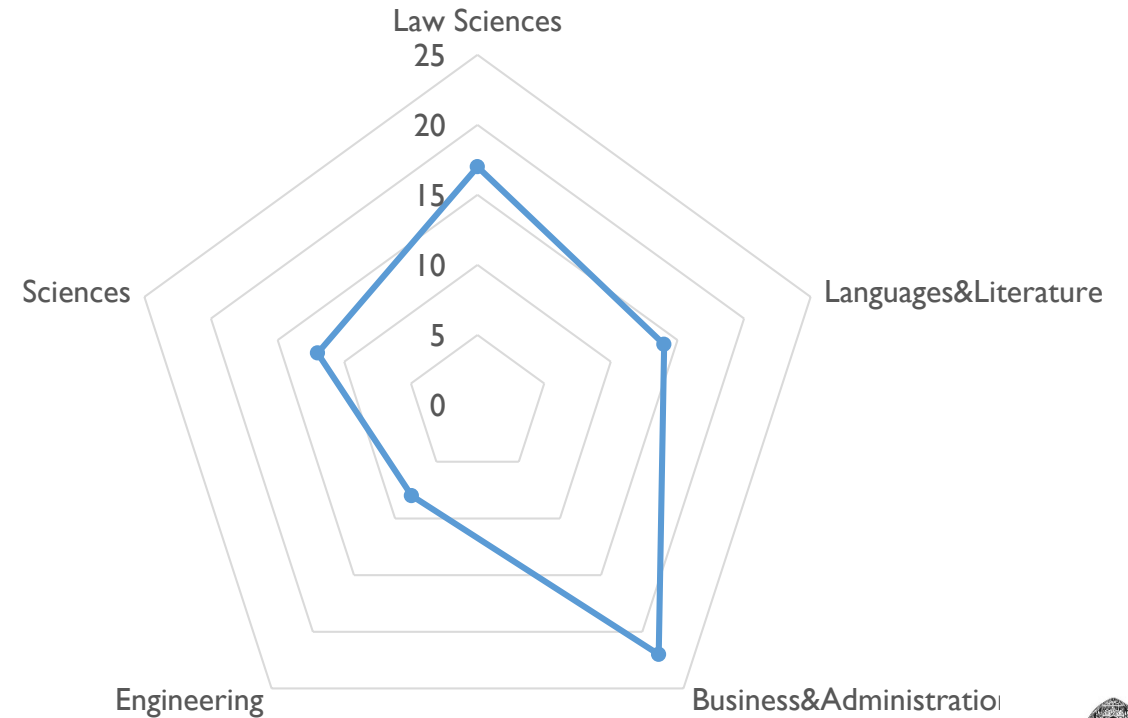


Who are they?

Course types



Study area



Who are they?

- Portuguese language students
- Former mobility students
- Master students with Bachelor degree of Portuguese language area
- Scholarship students financed by the Chinese government
- Macao students
- High School graduates
- Golden Visa holders

What do they look for?

- Academic quality (diploma recognizable in China)
- Accessible admission conditions
- Affordable tuition fee and cost of living
- Convenient living conditions
- Safe and friendly environment
- Accessible information

Other cases

- Not permitted by other institutions
- Dropped out from Chinese institutions
- Parents dominated decision

Oriented Marketing Strategies

- Accept applications using Chinese college entrance exams results
- Adjust application calls to suit the student's examination periods
- Language preparation – Foundation Year Program in Portuguese Language
- Native personnel – China Desk
- Website in Chinese
- Official accounts on Chinese social networks
- Brochures in Chinese

Website in Chinese: www.uc.pt/china



科英布拉大学 中国留学生信息

[首页](#) [课程与研究项目](#) [在科英布拉留学](#) [签证及实用信息](#) [联系我们](#) [EN](#)



本科/本连读课程



硕士课程



博士课程



葡语语言课程



科英布拉大学视频



家长须知



合作机构及院校信息



资金支持

[申请期限](#)

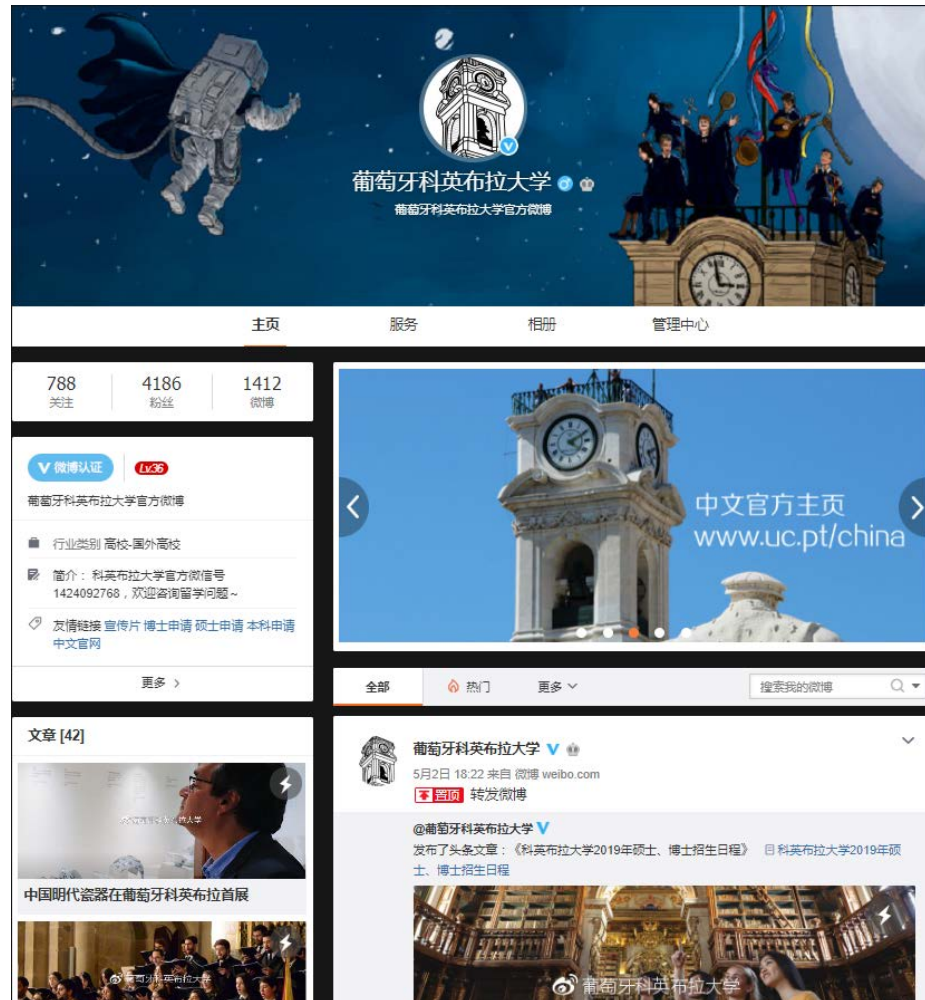
[FAQ-常见问题](#)

[迎新手册](#)

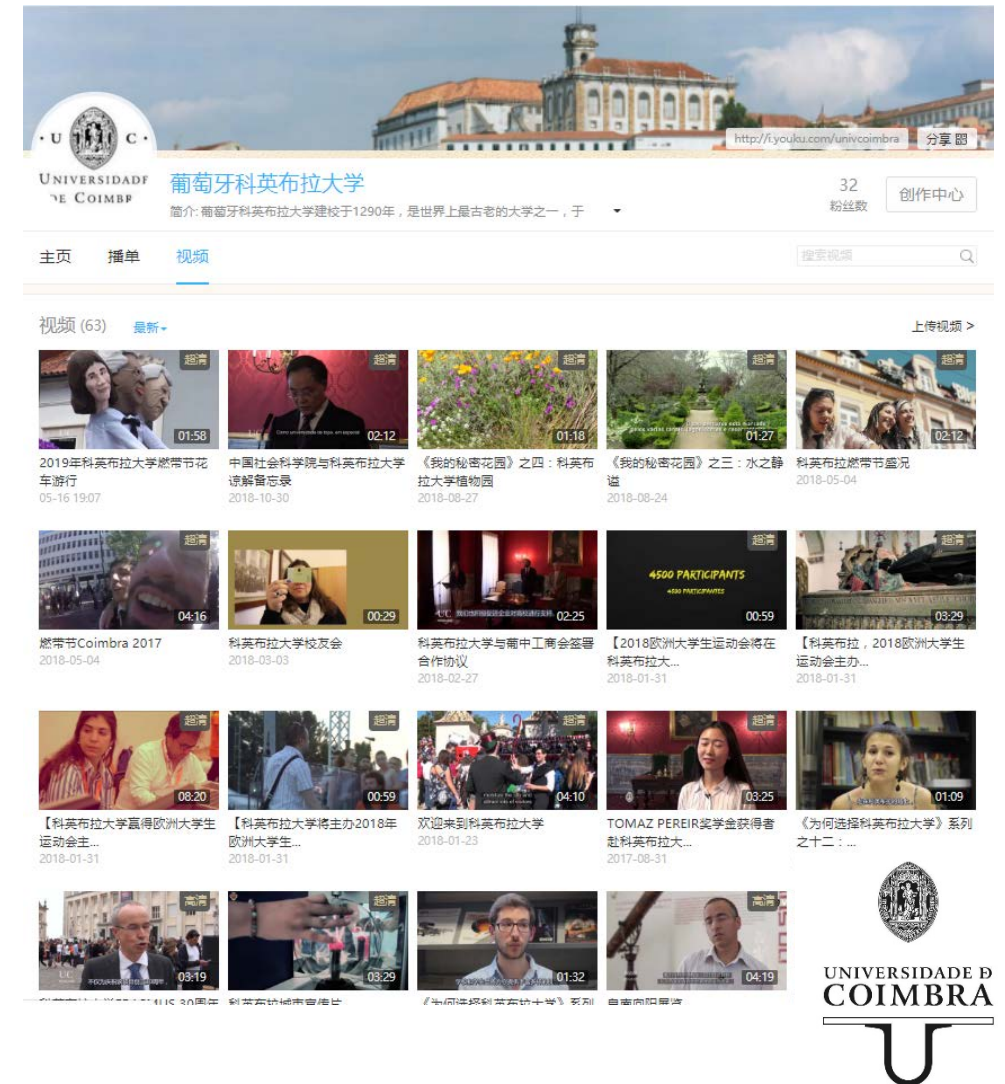
[中文社交平台帐号](#)



Sina Weibo (equivalent of Twitter)



Youku (equivalent of Youtube)



Brochures in Chinese



Student Services – International Relations Unit

- GPS programme (for International Students)
- Buddy programme (for exchange students)
- Welcome sessions
- Student residence
- Student card
- Medical services

Special Services for Chinese Students

- Academic advising
- Personalized help with application and registration process
- Practical information (residence, Visa, etc.)
- Tracking academic performance
- Students community integration
- News and events



Analyse Results & Feedback

- Statistics
- Social media effectiveness
- Survey
- Crisis management
- Students community culture and dynamics

Prospective Strategies

- Develop official WeChat channel
- Host server in Mainland China
- Develop full programs in English
- Student ambassador
- Video tutorials
- Joint programmes with Chinese institutions

Thank you!