**Texas Tech University**

**Marketing Project on Study Abroad Office**

**BA 3301 Spring 2012**

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The groups will work during the semester on a marketing campaign to assist study abroad to have a bigger presence on campus and have more students go abroad.

1. **Context: Texas Tech University:**

Texas Tech is located in Lubbock, west Texas. Lubbock has 200,000 habitants. It is a rural population. The climate is semi-arid. Texas Tech has 31,000 students in August 2012. Undergraduate and Graduate students go to Texas Tech.

1. **The Study Abroad Office:**
   1. The Study Abroad (SA) Office was created in 1989. The director of SA has been Sandra Crosier from 1994 until present.
   2. SA is part of the Office of International Affairs whose director is the Vice-Provost for International Affairs Ambassador Tibor Nagy
   3. Number of students going abroad went from 1 in academic year 1988-1989 to 1,000 in 2011-2012. See annex for detailed numbers.
   4. Study Abroad Office Mission Statement: The Study Abroad Office provides opportunities for Texas Tech students to have international learning experiences which are academically challenging, professionally relevant, and personally engaging.  Programs are designed to enhance the development of multicultural and global competencies enormously valuable in an increasingly interconnected world.  Study abroad inspires and informs students, equipping them with the knowledge and skills to effectively engage with local and global communities and become culturally perceptive citizens.  That vision continually motivates us to identify and develop safe and affordable programs while expanding participation and increasing diversity.
   5. Website: [www.studyabroad.ttu.edu](http://www.studyabroad.ttu.edu)
   6. Facebook: <http://www.facebook.com/TTUstudyabroad>
   7. Twitter:
   8. SA staff:
      1. one director Sandra Crosier,
      2. one deputy director Elizabeth McDaniel: managing all faculty-led programs as well as the office management software “Studio Abroad”
      3. four SA advisors:
         * Jesse Malone (Africa, Asia, and the Middle East, Italy, Brazil),
         * Monica Hopkins (Europe (except Italy, Spain, France) , Japan, Australia, New Zealand, Study Abroad Competitive Scholarships (SACS), incoming exchange students
         * Julia Mainini (France, Central and Latin America (Costa Rica, Peru, Chile, Argentina) and also international agreements facilitator (in charge of the 200 contracts between Texas Tech and the partner universities abroad) and marketing coordinator
         * Donna Wright: TTU Seville Center and Spain
      4. One business coordinator: Rachel Jarnagin
   9. Deadline to apply:
      1. For the Summer and Fall: March 30.
      2. For the Spring: October 31.
   10. SACS: the Study Abroad Office offers a “Study Abroad Competitive Scholarship” (SACS) thanks to the $4 of international fee that each TTU student pays every semester. The SACS is not need based. See more info on the SA website. Each semester 78% of the students who applied got a SACS amount.
   11. The promotional budget for the academic year 2012-2013 is $10,000. This is the real budget.
2. **Marketing and advertising history and tools**
   1. **Study Abroad Fair**

Since 1996, the one marketing tool to promote SA was the Study Abroad Fair once a year in the Fall. The fair was organized at the same time as the TTU international food festival in the courtyard in the previous Student Union Building (SUB).

Starting year 2000, the fair was held twice: once in the Fall and once in the Spring in the courtyard of the previous SUB. Starting year 2005 until 2011, the SA fair was held in the Fall and in the Spring in the Library, Croslin Room. Since Spring 2012, the SA fair is held in the student ballroom.

Since 2010, about 14 to 16 providers come every semester to the SA fair. Faculty also advertises their own faculty-led programs. About 750 to 1000 students come through on average. The fair is either second or third week of school, from 10 am to 4 pm.

* 1. **Class Presentations**

Class presentations started in 2004. One or two SA advisor would contact professors and ask them to present for five to ten minutes at the beginning of their classes to talk about studying abroad and the upcoming SA fair.

From Fall 2010 to Spring 2011, the assistant accountant of the SA office was scheduling the class presentation for each four SA advisor to present. She was coordinating the class schedule and contacting the professors herself. Once she had a confirmation from a professor, she would relay that info to an advisor to do the presentation.

Fall 2011, due to SA advisors leaving/turn over, only one SA advisor was in charge of scheduling, contacting the professors and doing the class presentations. The TTU Seville center advisor was always doing her own class presentations since 2009. Spring 2012 ?

In the Fall 2012, the 4 SA advisors including the SA director are scheduling their own class presentations and presenting themselves once they receive an approval from the professor. If a professor does not wish to receive a SA advisor to make a 5 minutes SA promotional presentation, at the beginning of their class, the SA advisor does not make the presentation.

On average, the total of students reached through class presentations this fall 2012 if 70% of the professors allow the SA advisors to present should be 7,000 students.

* 1. **Tech Announces**

Since Summer 2012, one of the other element of the marketing campaign is that each SA advisor will do a weekly tech announces related to their own region. Each advisor has a specific day of the week where she posts a tech announce.

* 1. **New marketing programs (recently started)**
* Advertising all year long inside the citibus
* Holden Hall info table on Wednesdays
* New SA Website: in the works
* Tailgating
* Fair: scanning students ID at the entrance
* Contracting with the company who is in charge of Texas Tech marketing on a 2 and a half year plan.

1. **PROBLEMATIC/CHALLENGES: following are some of the factors to be strategically developed:**
2. Of the 31,000 TTU students, only 1000 studied abroad during the last academic year. Historically, the most effectively used promotional tool is the study abroad fair that occurs every semester. Your goal will be to increase both awareness of and attendance the study abroad fair.

B) With a new partnership with Learfield sports, the OIA needs you to create a message that will be run on the ribbon at the Jones AT&T stadium and United Spirit Arena banner. The OIA have purchased 15 second slots for the digital ribbon, and they would like you to come up with the messaging for it. They will also have a tailgating tent at one home football game and one men’s and women’s basketball game, so they need ideas for giveaways at the tent/table and also for a larger “enter to win” prize.

1. Jan 30th study abroad fair attendance numbers—

Here are the results (total attendance 431):

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| --- | --- |
| Female | 244 |
| Male | 186 |
|  |  |
| freshman | 101 |
| sophomore | 151 |
| Junior | 99 |
| Senior | 69 |
| Grad | 6 |
| n/a | 5 |