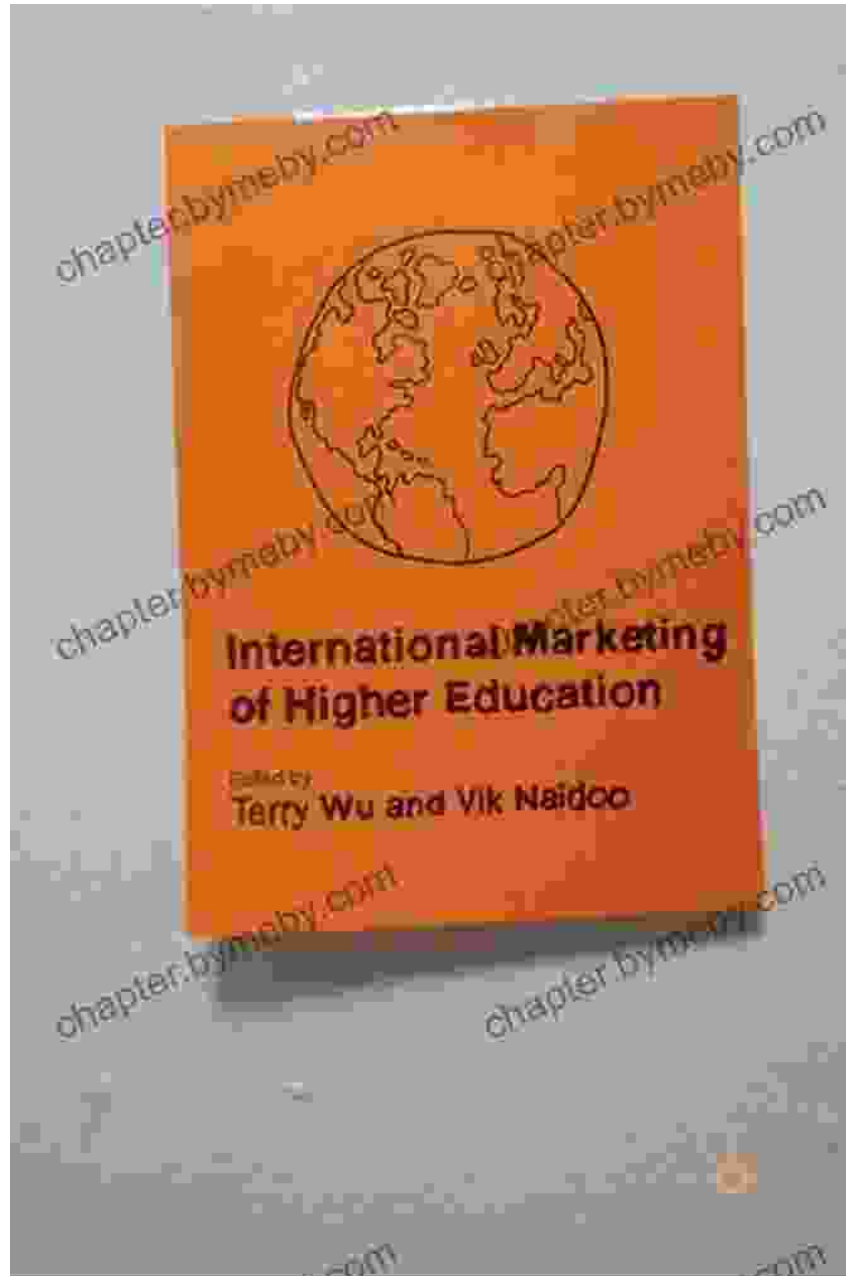


# Unlock Global Opportunities: The International Marketing of Higher Education



In today's interconnected world, higher education institutions are increasingly looking beyond their borders to attract international students. The International Marketing of Higher Education provides a

comprehensive guide to the strategies, best practices, and case studies that will help you succeed in the global education market.



## International Marketing of Higher Education

by Masashi Kishimoto

★★★★☆ 4.9 out of 5

Language : English  
File size : 2614 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 317 pages



This essential resource covers everything you need to know about international marketing, from developing a strategic plan to creating effective marketing materials to measuring your results. You'll learn how to:

- Identify your target market and develop a marketing strategy that resonates with them
- Create compelling marketing materials that showcase your institution's unique strengths
- Use digital marketing channels to reach a global audience
- Manage your international student recruitment process effectively
- Measure your results and make adjustments to your marketing strategy as needed

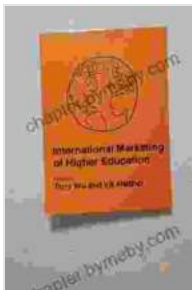
The International Marketing of Higher Education is an invaluable resource for anyone involved in international student recruitment. With its practical advice and case studies, this book will help you:

- Increase your international student enrollment
- Enhance your institution's reputation and visibility
- Build relationships with international partners
- Contribute to the global exchange of knowledge and ideas

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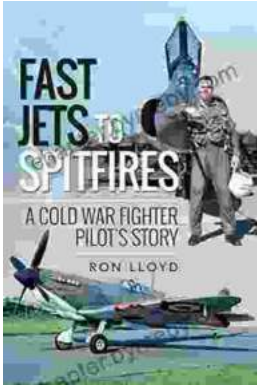
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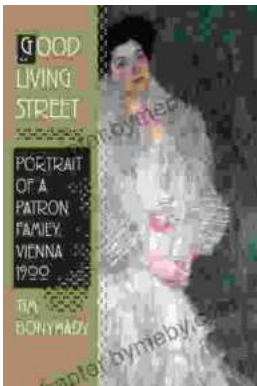
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