

Marketing Student Exchange Programs

- Why?
- Who?
- What?
- When?

DAAD Workshop, Chicago, 2006

Marketing Student Exchange Programs

- Why?
 - We are living in a global economy
 - We wish to promote good will and understanding
 - There is a need for engineers who can successfully interact on a global level
 - There are perceived and real barriers such as language, isolationism, living styles, a 'no-need' complex that must be overcome

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Marketing Student Exchange Programs

Who?

- parents
- high school teachers
- students already in school
- students in K-12
- administrators

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Marketing Student Exchange Programs

What?

- Brochures
- CD's
- Websites (Internet)
- Letters from Deans and International Coordinators
- presidential 'mobility' scholarships
- Presentations by peer alumni

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Marketing Student Exchange Programs

When?

- Before students come to campus
- While students are still in high school or earlier

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