

16.8.2024

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Title

International student recruitment : the role of agents in the competitive market / Markus Badde ; Tim Rogers ; Thijs van Vugt

Publication year

2012

Source/Footnote

In: Internationalisation of European Higher Education : an EUA/ACA Handbook / Ed.: Michael Gaebel ... - Berlin : Raabe, 2012. - F 4.1. - S. 1 - 25

Inventory number

32727

Keywords

Austausch von Wissenschaftlern und Studenten ; Ausland : Großbritannien : Studium, Studenten, Lehre ; Ausland : Großbritannien : einzelne Hochschulen

Abstract

In the dynamic world of international student recruitment, the use of marketing techniques of all kinds is now commonplace. Amongst them, student recruitment agents are amongst the most hotly debated marketing channels, seen as vital by many universities and ethically repugnant by others. This article will discuss the pros and cons of using student recruitment agents, the identification and selection of good and reliable agents, the legal and financial aspects involved with working with agents, and how to manage and motivate your network of agents to their best effect. (HRK / Abstract übernommen)

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