

Electronic Marketing Plan for the International Office, SCU



Seminar paper from the year 2002 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2 (B), Southern Cross University, Lismore (Marketing), course: Electronic Marketing, 7 entries in the bibliography, language: English, abstract: The Internet has changed the way the world disseminates information since the introduction of the World Wide Web (WWW) in 1995. It became a global medium for the distribution and exchange of information among the users. Especially for Universities, competing for attention of international students, it is a crucial tool to reflect their programs and services offered in a highly competitive environment of thousands of Universities worldwide. As prospective students tend to inform themselves primarily over the Internet, the quality of the presentation in combination with different techniques and technologies determines the success or failure of getting international students. This report presents an Internet Marketing Plan for improving the existing website of the International Office, Southern Cross University (SCU), Lismore, New South Wales, Australia. The International Offices websites objective is to reflect their services and the programs offered by the SCU in the best way. As the environmental analysis shows, they are acting in a highly competitive environment with 47 Australian institutions for higher education with an increasing demand on the part of international students, representing an increase of 17.5 percent in 2001 with increasing tendency since 1992. A reason for this is that study abroad experience is nowadays a required experience for a successful career. The SWOT analysis shows, that the website is not using their whole competencies as the information displayed does not take into consideration the needs of international students. Additional lacking or not updated

information confuses and often frustrates the International Offices target market: The potential international student. Therefore, objectives are to improve the website and to increase enrolments of international students at SCU from 7 per cent up to 10 per cent in 2005. Underlying goals for those objectives are to create a more informative and importantly up to date site, to offer a forum for feedback from students, as well as a system for identifying how often the site is used and to reinforce corporate identity with the SCU homepage. The improved site will service students throughout their experience with the University, developing a long-term relationship with the office staff, students, and prospective Universities.

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Office. University Marketing and Communications 1(408) 554-5124 1(408) 554-5464 (fax) Loyola Hall, 2nd Floor, 266 Your e-mail address. **SCU International Contacts - SCU International - SCU Malatesta, Katy - Santa Clara University** Electronic Marketing Plan for the International Office, SCU eBook: Gisela Schneider, Andi Carey: : Tienda Kindle. JCPenney Professor of Research Marketing Department Chair, Director, Retail Institute at the Leavey School of Business at Santa Clara University. He has also served as Faculty Director of the Executive MBA program, a visiting He is a co-author of the book Internet Marketing & eCommerce published by Thomson. **Electronic Marketing Plan for the International Office, SCU by Gisela** **Electronic Marketing Plan for the International Office, SCU Edicion** This report presents an Internet Marketing Plan for improving the existing website of the International Office, Southern Cross University (SCU), Lismore, New **Electronic Marketing Plan for the International Office, SCU - Thalia** Electronic Marketing Plan for the International Office, SCU - Gisela Schneider Andi Carey - Term Paper (Advanced seminar) - Business economics - Marketing, **Digital Marketing and E-Commerce - Santa Clara University** Topic 12: International Market Planning and the Future of Global Marketing different teaching methods within units to provide students with the flexibility to **eBook Electronic Marketing Plan for the International Office, SCU de** It replaces the Digital Marketing and eCommerce concentration. 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an Internet Marketing Plan for improving the existing website of the International Office, Southern Cross University (SCU), Lismore, New **Electronic Marketing Plan for the International Office, SCU** Assistant Professor of Marketing. Department of Marketing He has taught courses in marketing management, marketing strategy, distribution channels, and business marketing at the Professor Lo joined Santa Clara University in 2008. at Hewlett Packard in China and Consumer Digital Imaging at Agfa in Asia.

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