

# Tips for Marketing Faculty-Led Study Abroad/Away Programs

## Outreach to TU Students:

- ✓ **Attend Study Abroad/Away Fairs**
- ✓ **Classroom Visits**
  - Classes in your department or in other departments that may have an interest in the program (start early!)
  - Short (5 minute presentations)
  - Highlight the academic/cultural aspects of the program, what is included in the price of the program, and hand out flyers
  - For repeat programs recruit returnees to present (Study Abroad Office will send contact information for alumni, identifying past scholarship recipients with service requirement)
  - Utilize a Study Abroad Peer Advisor to help, if desired (provided on request)
- ✓ **Internet/Email Communication**
  - Send email(s) to students in major
  - Respond to email inquiries from students
  - Post information about the program and photos on Blackboard sites for your classes and your department (and ask other faculty to do the same)
  - Post information with link to the program website on your department's website
  - Post information with link to the program website on your personal website
  - Use social media to market your program
- ✓ **Post Flyers around your department/building where allowed**
- ✓ **Make a short "commercial" to send to students or post on T3**
  - For ideas and guidelines on what to include please contact the TU Study Abroad Office (past examples have included videos and PowerPoint presentations)
  - Example: Gilda Martinez's commercial for her 2014 Peru program:  
<https://www.youtube.com/watch?v=doAbhpHT5TI>
- ✓ **One-on-one advising with students**
- ✓ **Make announcements at department and relevant campus events**
- ✓ **Connect with student groups in the relevant disciplines and provide them with information about the program**

## Outreach to TU Faculty:

- ✓ **Present the program to faculty in your department and encourage them to tell their students and advisees about the program and to hand out flyers**
- ✓ **Reach out to faculty in other departments who may have interested students**

## Outreach to non-TU Students/Faculty:

- ✓ **Send flyers and an introductory letter to colleagues at area institutions such as UMBC, UMCP, University of Baltimore, Goucher College, etc, and to contacts at other universities**
- ✓ **Promote the program to colleagues when you attend conferences**