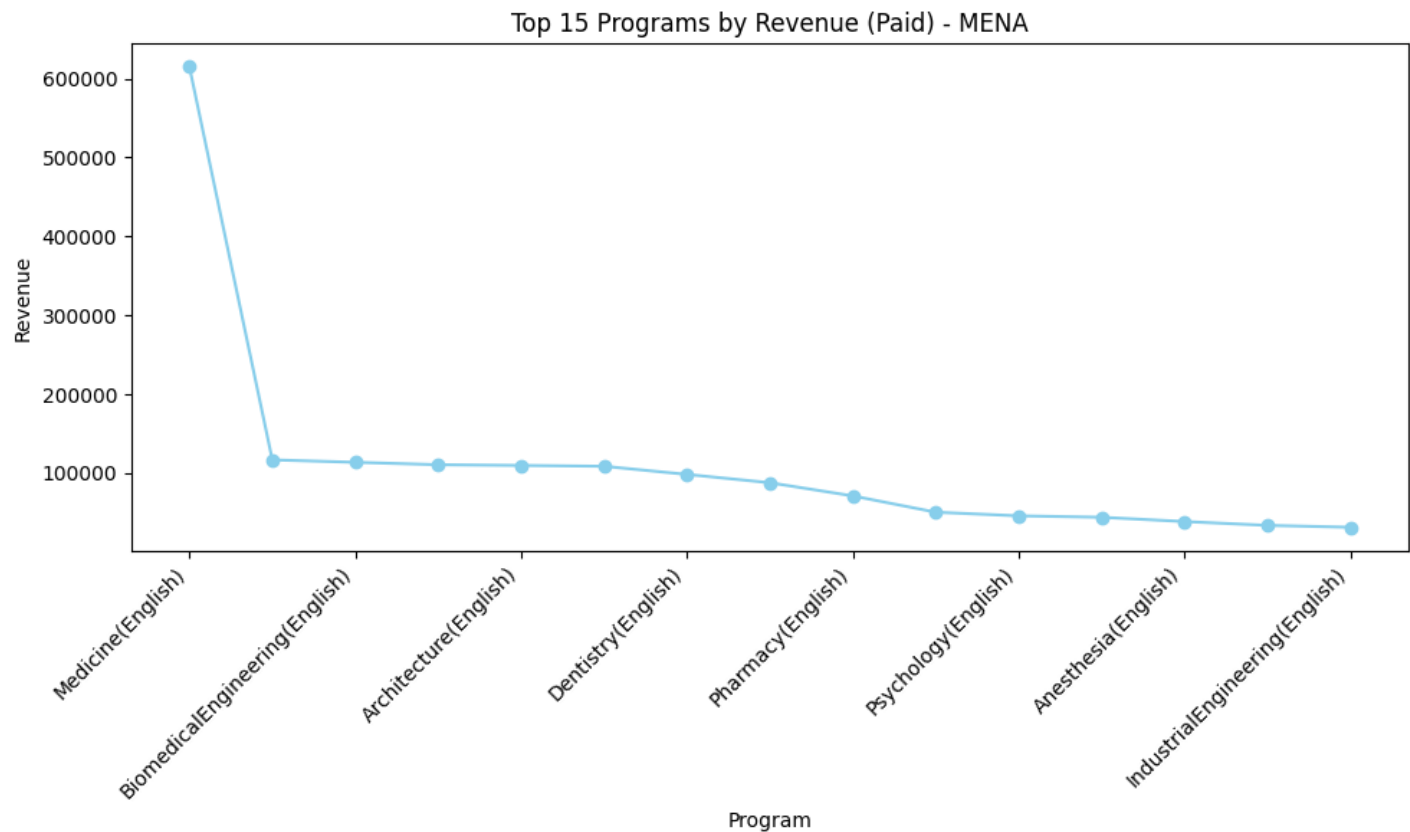# Top 15 Programs Report: Paid and Applied Analysis
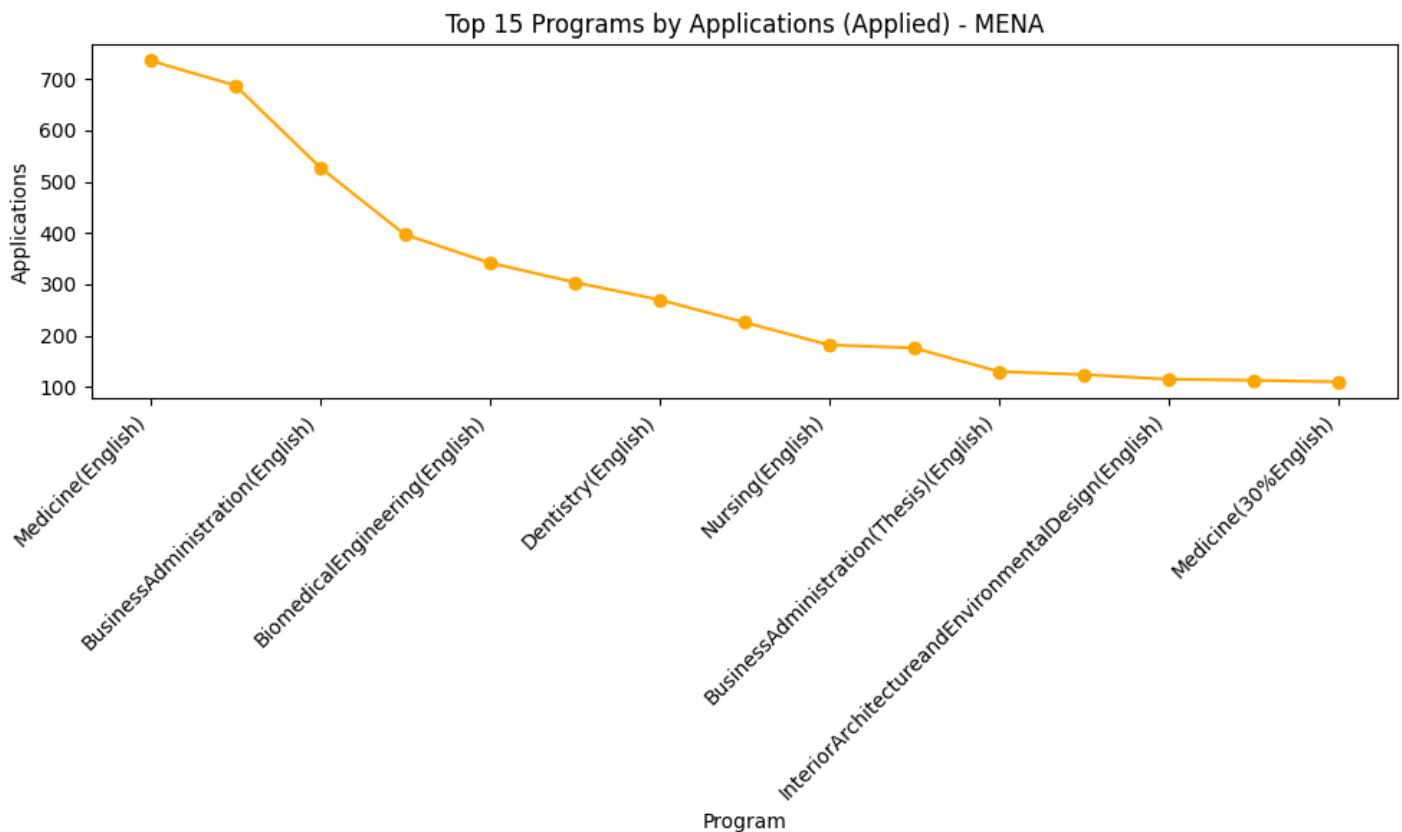
Region: MENA

Top 15 Programs by Revenue (Paid):

Top 15 Programs by Applications (Applied):

Top 15 Programs Report: Paid and Applied Analysis

Top 15 Programs by Applications (Applied) - MENA

Marketing Strategies and Recommendations:

- Increase visibility and outreach for Medicine(English) to improve applications.

- Increase visibility and outreach for ComputerEngineering(English) to improve applications.

- Increase visibility and outreach for BiomedicalEngineering(English) to improve applications.

- Increase visibility and outreach for PhysiotherapyandRehabilitation(English) to improve

applications.

- Increase visibility and outreach for Architecture(English) to improve applications.

- Increase visibility and outreach for BusinessAdministration(English) to improve applications.

- Increase visibility and outreach for Dentistry(English) to improve applications.

- Increase visibility and outreach for DentalProstheticsTechnology(Turkish) to improve applications.

- Increase visibility and outreach for Pharmacy(English) to improve applications.

- Increase visibility and outreach for InteriorArchitectureandEnvironmentalDesign(English) to
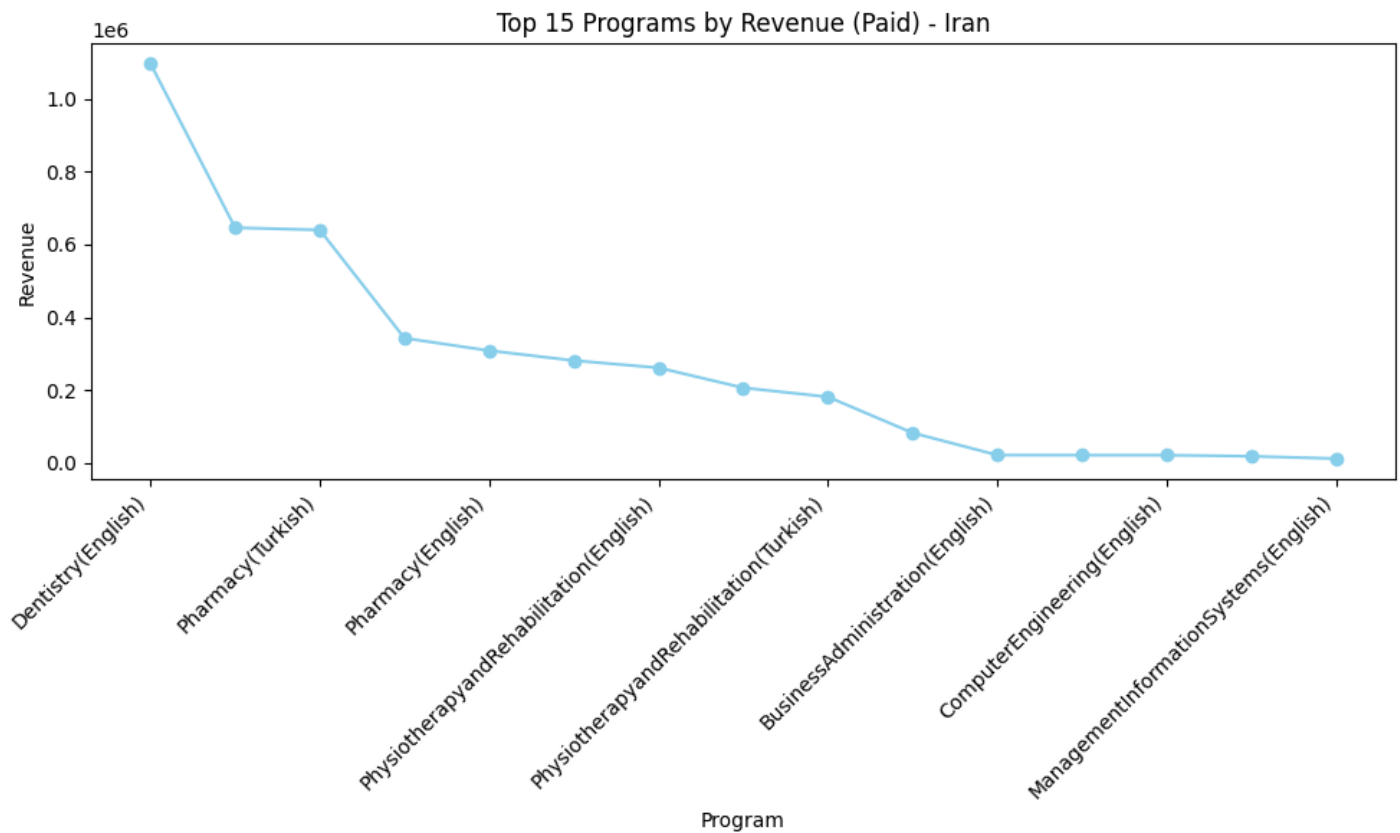
Top 15 Programs Report: Paid and Applied Analysis

improve applications.

- Boost promotions for Psychology(English) to increase awareness and applications.

- Increase visibility and outreach for DentalProsthesisTechnology(Haliç) to improve applications.

- Boost promotions for Anesthesia(English) to increase awareness and applications.

- Boost promotions for ManagementInformationSystems(English) to increase awareness and applications.

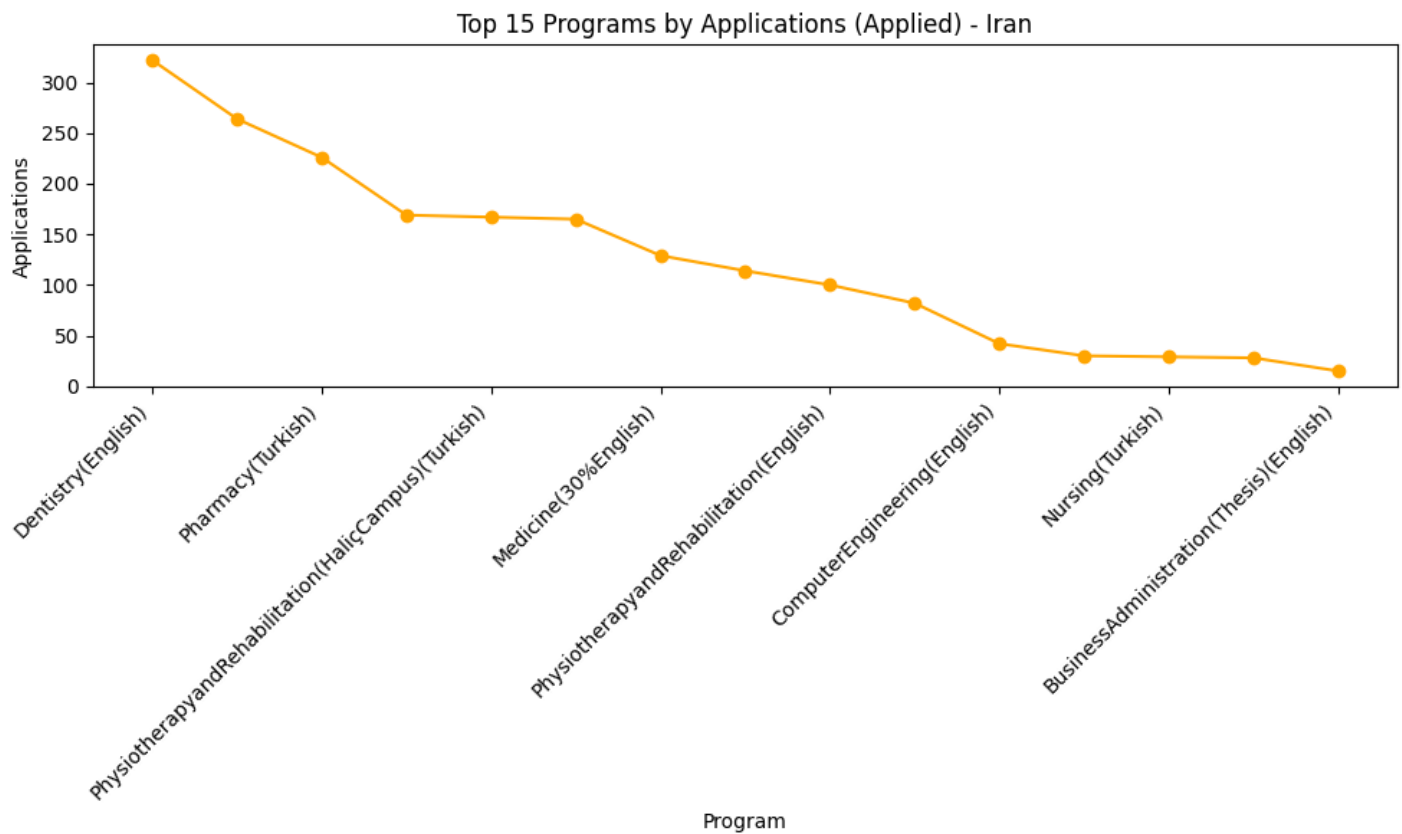- Boost promotions for IndustrialEngineering(English) to increase awareness and applications.

Region: Iran

Top 15 Programs by Revenue (Paid):

Top 15 Programs by Applications (Applied):

Top 15 Programs Report: Paid and Applied Analysis

Top 15 Programs by Applications (Applied) - Iran

Marketing Strategies and Recommendations:

- Maintain strong performance for Dentistry(English) by reinforcing current campaigns.

- Maintain strong performance for Dentistry(30%English70%Turkish) by reinforcing current campaigns.

- Maintain strong performance for Pharmacy(Turkish) by reinforcing current campaigns.

- Maintain strong performance for Medicine(30%English) by reinforcing current campaigns.

- Maintain strong performance for Pharmacy(English) by reinforcing current campaigns.

- Maintain strong performance for Medicine(English) by reinforcing current campaigns.

- Maintain strong performance for PhysiotherapyandRehabilitation(English) by reinforcing current campaigns.

- Maintain strong performance for PhysiotherapyandRehabilitation(HaliçCampus)(Turkish) by reinforcing current campaigns.
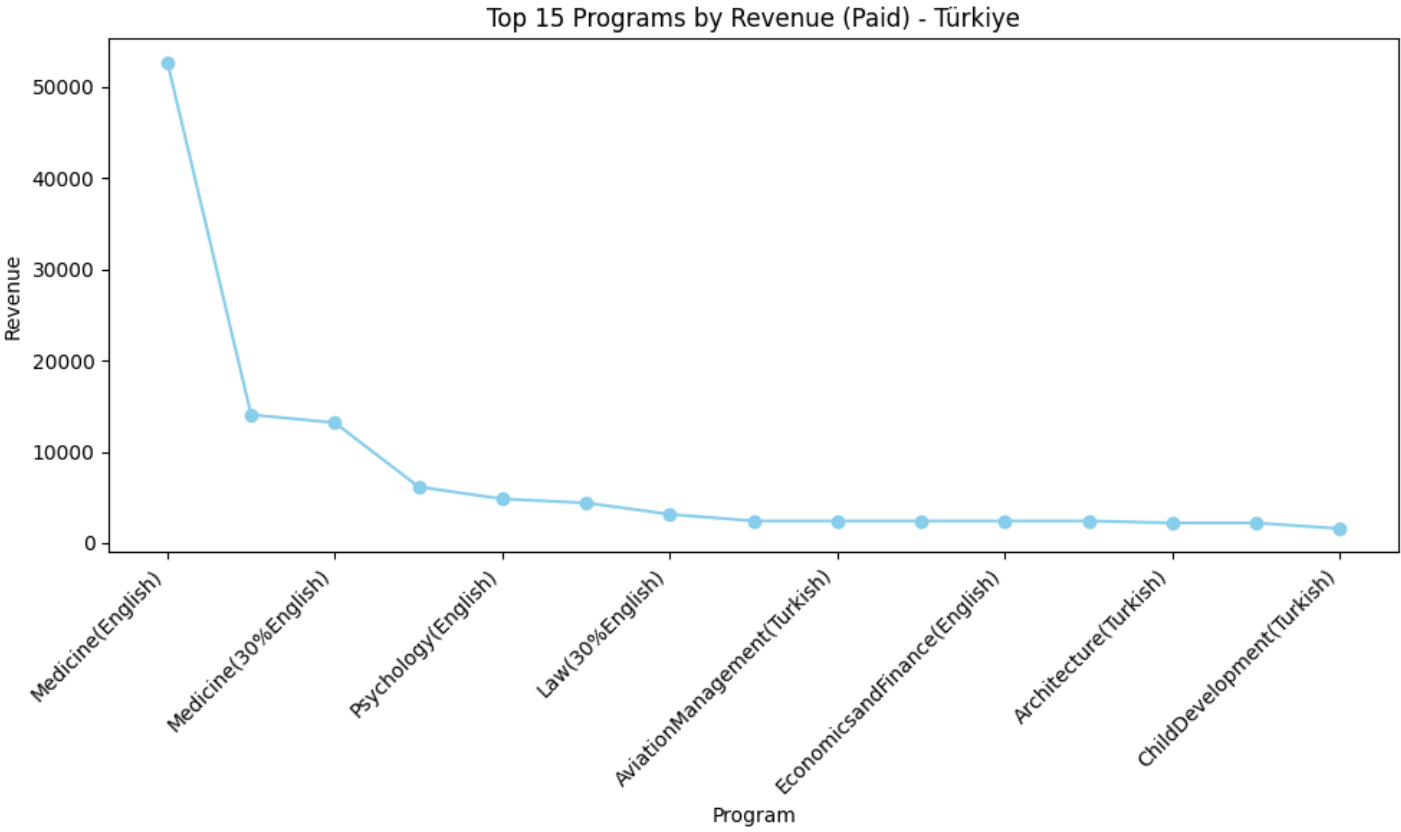
Top 15 Programs Report: Paid and Applied Analysis

- Maintain strong performance for PhysiotherapyandRehabilitation(Turkish) by reinforcing current campaigns.

- Maintain strong performance for DentalProstheticsTechnology(Turkish) by reinforcing current campaigns.

- Increase visibility and outreach for BusinessAdministration(English) to improve applications.

- Increase visibility and outreach for Nursing(Turkish) to improve applications.

- Increase visibility and outreach for ComputerEngineering(English) to improve applications.

- Increase visibility and outreach for Nursing(English) to improve applications.

- Boost promotions for ManagementInformationSystems(English) to increase awareness and applications.
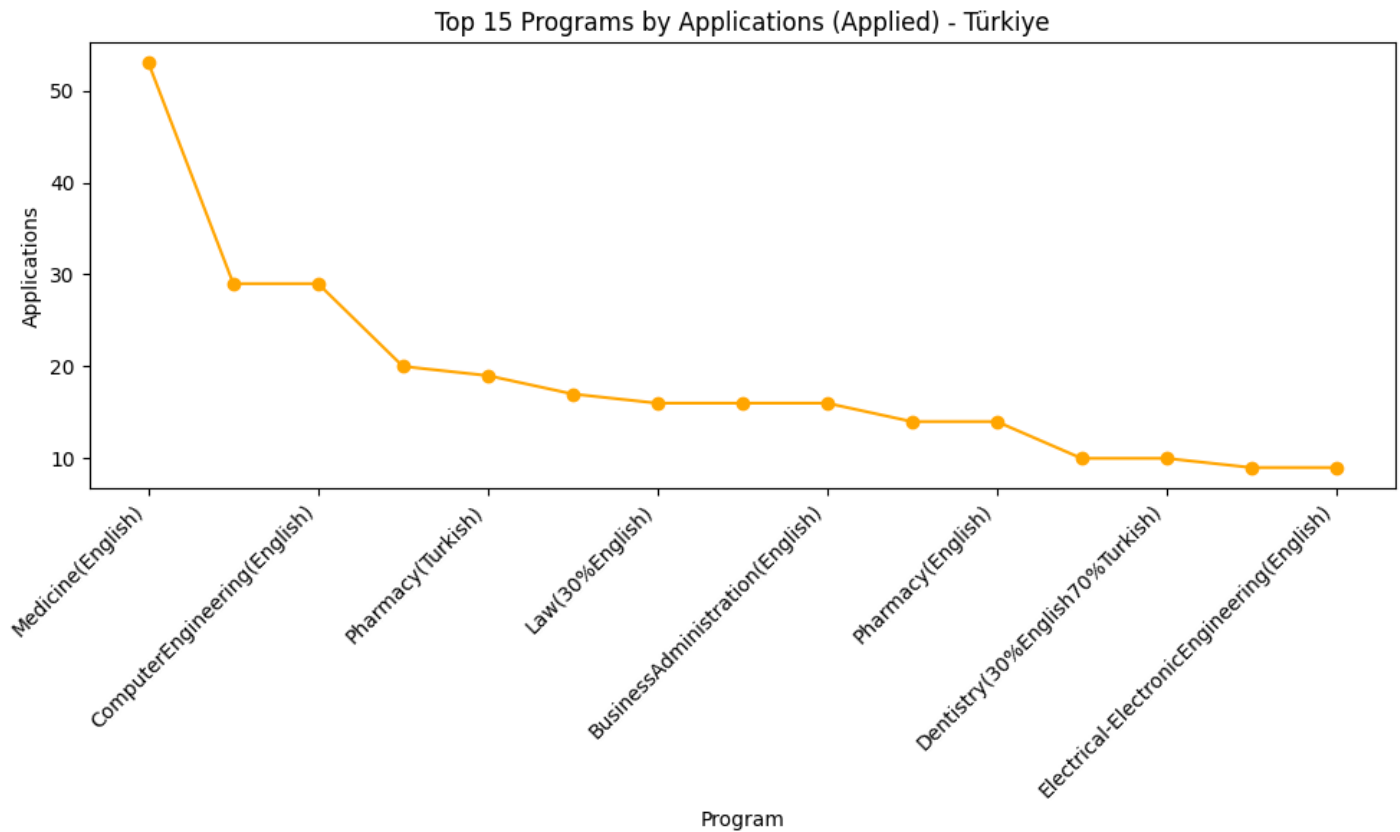
Region: Türkiye

Top 15 Programs by Revenue (Paid):

Top 15 Programs Report: Paid and Applied Analysis

Top 15 Programs by Revenue (Paid) - Türkiye

Top 15 Programs by Applications (Applied):

Top 15 Programs Report: Paid and Applied Analysis

Top 15 Programs by Applications (Applied) - Türkiye

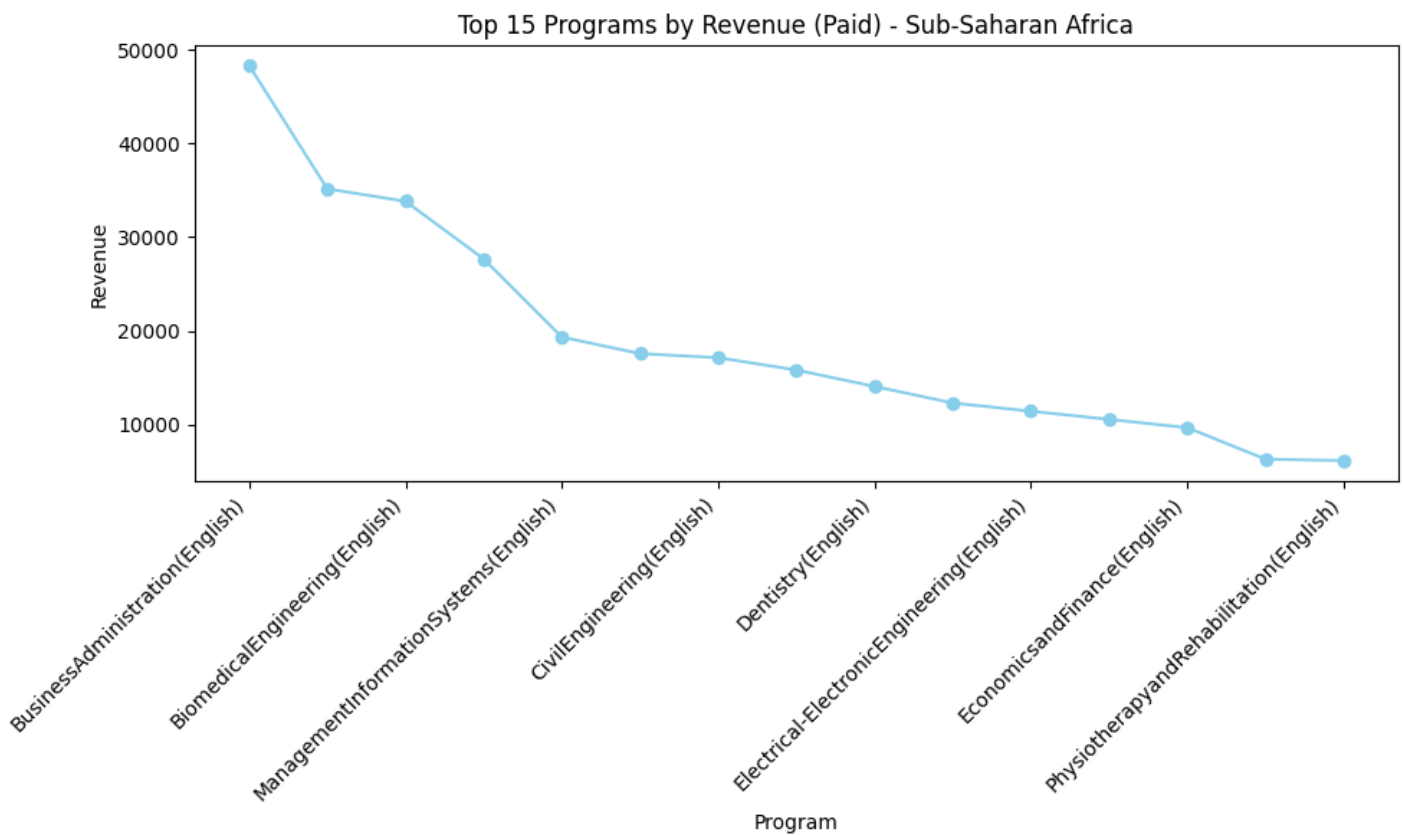Marketing Strategies and Recommendations:

- Increase visibility and outreach for Medicine(English) to improve applications.

- Maintain strong performance for Dentistry(English) by reinforcing current campaigns.

- Increase visibility and outreach for Medicine(30%English) to improve applications.

- Boost promotions for PhysiotherapyandRehabilitation(English) to increase awareness and applications.

- Increase visibility and outreach for Psychology(English) to improve applications.

- Boost promotions for NutritionandDietetics(Turkish) to increase awareness and applications.

- Increase visibility and outreach for Law(30%English) to improve applications.

- Increase visibility and outreach for BusinessAdministration(English) to improve applications.

- Boost promotions for AviationManagement(Turkish) to increase awareness and applications.

- Boost promotions for Psychology(Turkish) to increase awareness and applications.

Top 15 Programs Report: Paid and Applied Analysis

- Boost promotions for EconomicsandFinance(English) to increase awareness and applications.

- Boost promotions for InternationalTradeandFinance(English) to increase awareness and applications.

- Boost promotions for Architecture(Turkish) to increase awareness and applications.

- Boost promotions for PsychologicalCounsellingandGuidance(Turkish) to increase awareness and applications.

- Boost promotions for ChildDevelopment(Turkish) to increase awareness and applications.
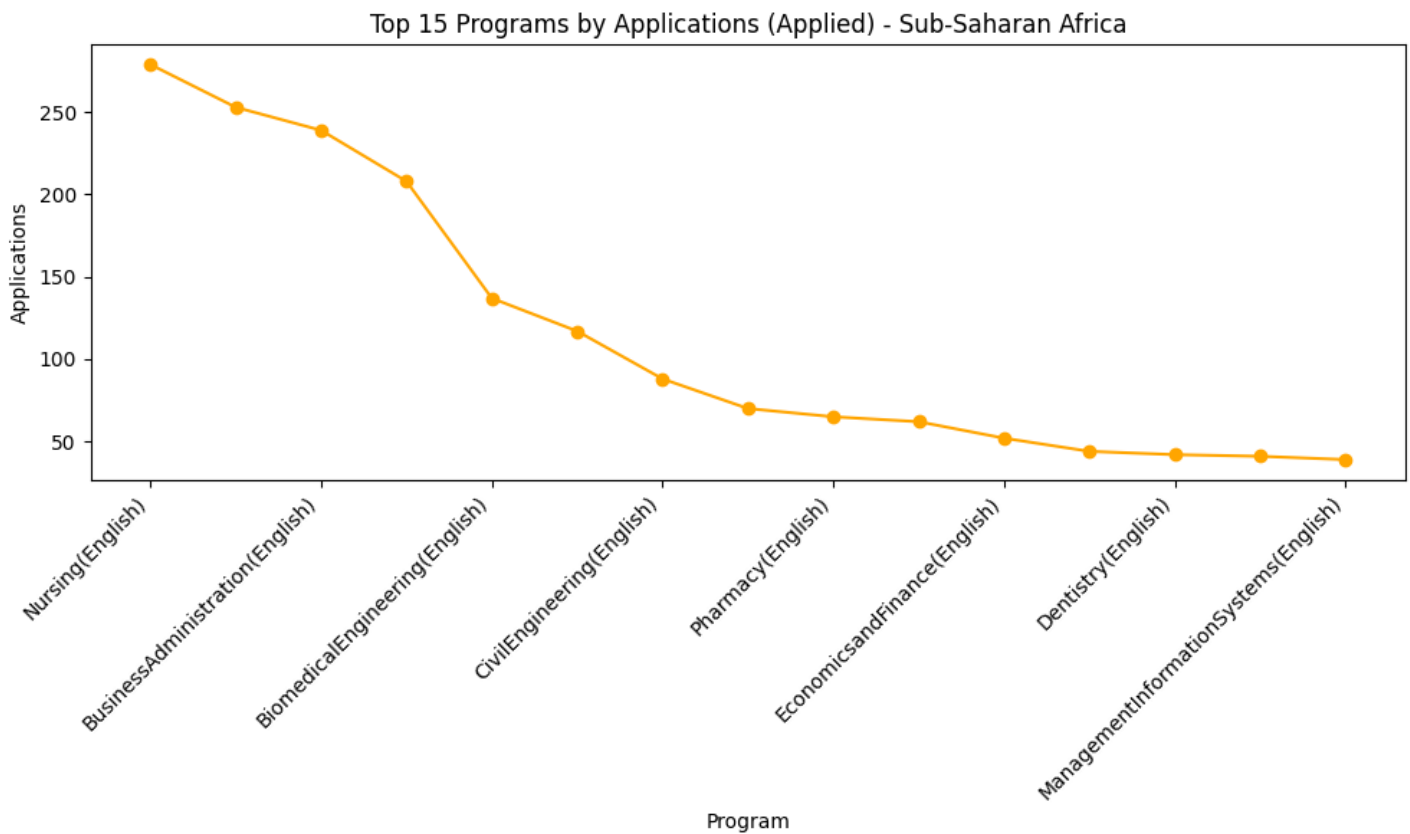
Region: Sub-Saharan Africa

Top 15 Programs by Revenue (Paid):

Top 15 Programs by Applications (Applied):

Top 15 Programs Report: Paid and Applied Analysis

Top 15 Programs by Applications (Applied) - Sub-Saharan Africa
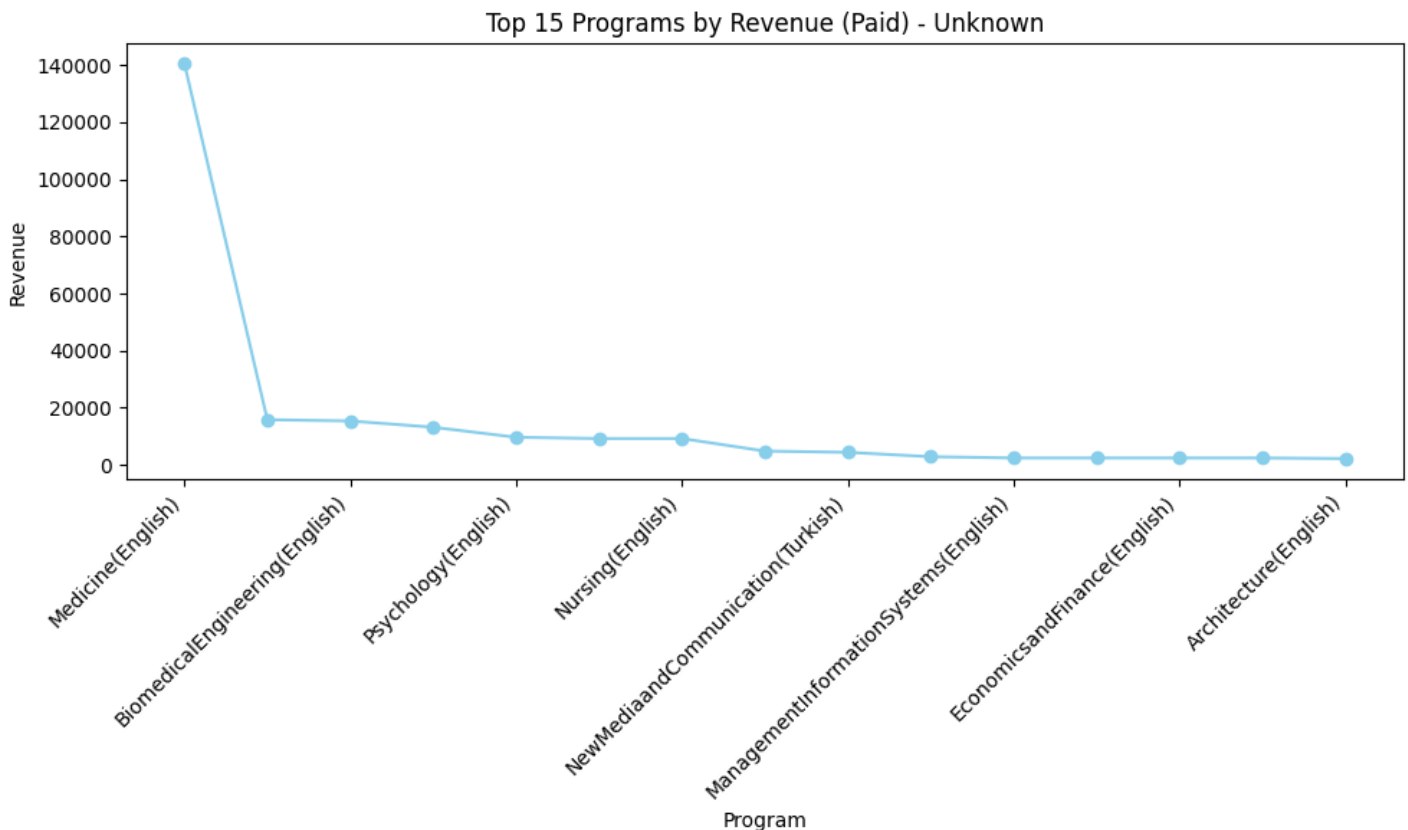

Marketing Strategies and Recommendations:

- Increase visibility and outreach for BusinessAdministration(English) to improve applications.

- Increase visibility and outreach for Medicine(English) to improve applications.

- Increase visibility and outreach for BiomedicalEngineering(English) to improve applications.

- Increase visibility and outreach for ComputerEngineering(English) to improve applications.

- Increase visibility and outreach for ManagementInformationSystems(English) to improve

applications.

- Increase visibility and outreach for Architecture(English) to improve applications.

- Increase visibility and outreach for CivilEngineering(English) to improve applications.

- Increase visibility and outreach for Pharmacy(English) to improve applications.

- Increase visibility and outreach for Dentistry(English) to improve applications.

- Increase visibility and outreach for Nursing(English) to improve applications.

Top 15 Programs Report: Paid and Applied Analysis

- Increase visibility and outreach for Electrical-ElectronicEngineering(English) to improve applications.

- Boost promotions for Anesthesia(English) to increase awareness and applications.

- Increase visibility and outreach for EconomicsandFinance(English) to improve applications.

- Boost promotions for Physiotherapy(English) to increase awareness and applications.

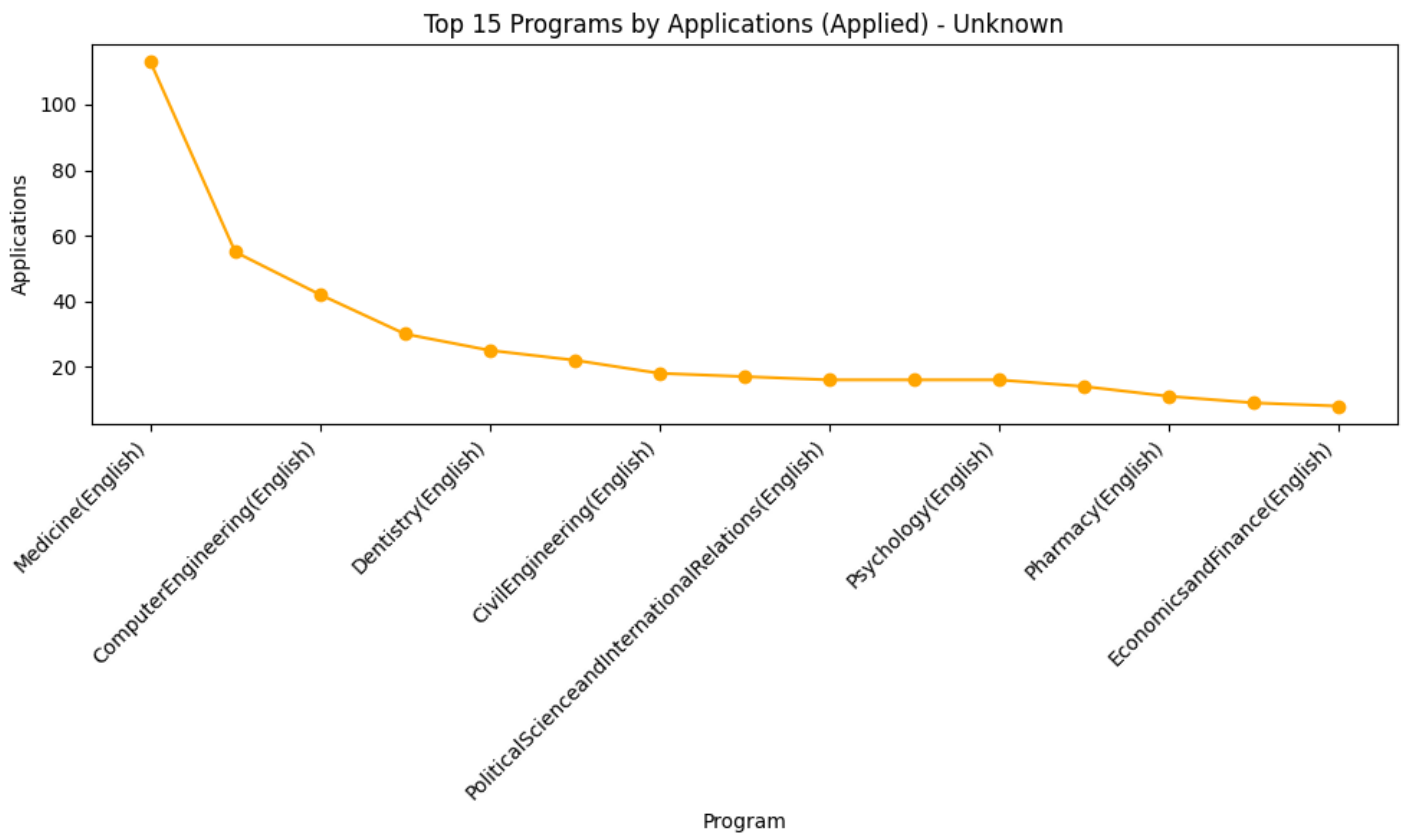- Boost promotions for PhysiotherapyandRehabilitation(English) to increase awareness and applications.

Region: Unknown

Top 15 Programs by Revenue (Paid):

Top 15 Programs by Applications (Applied):

Top 15 Programs Report: Paid and Applied Analysis

Top 15 Programs by Applications (Applied) - Unknown

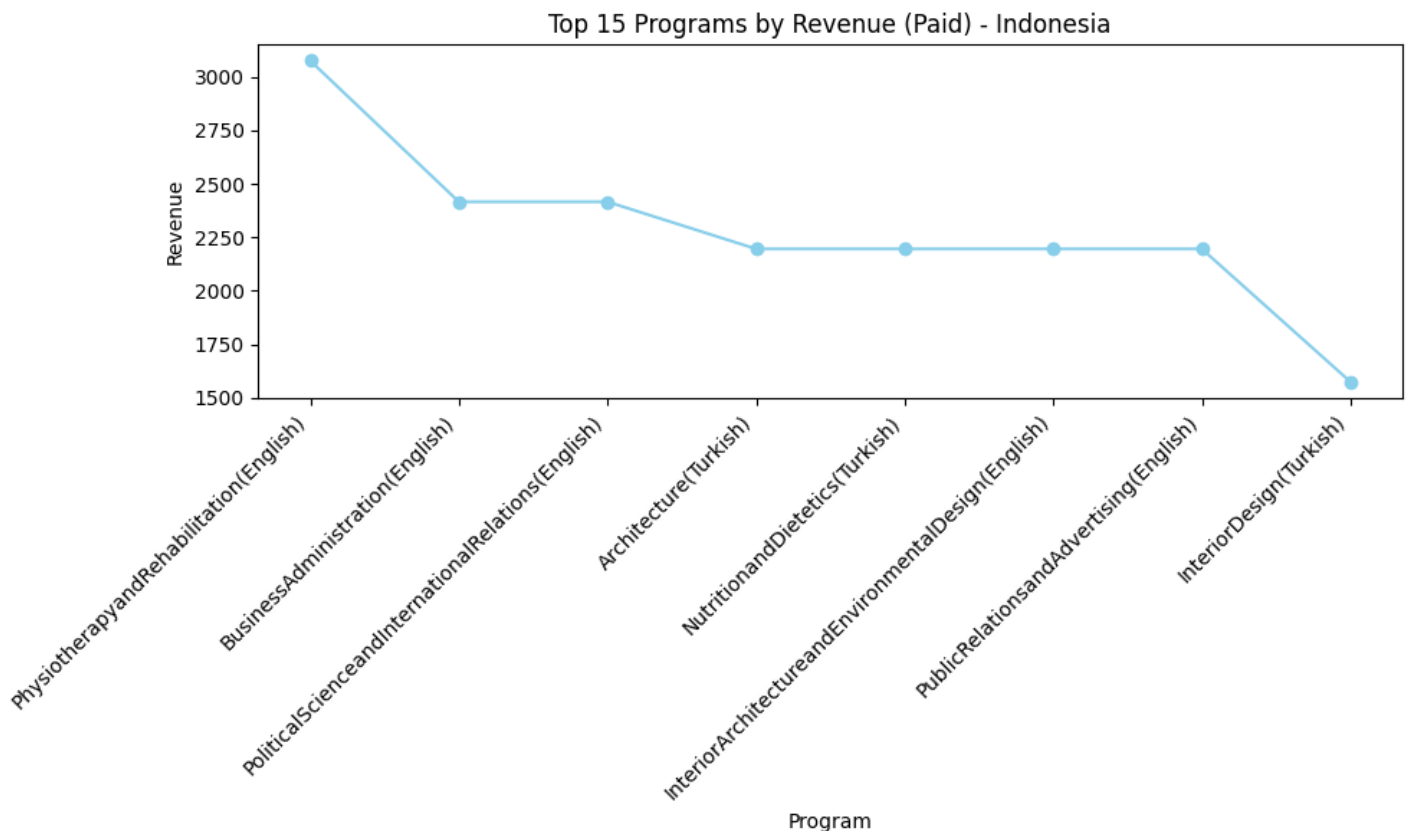Marketing Strategies and Recommendations:

- Maintain strong performance for Medicine(English) by reinforcing current campaigns.

- Maintain strong performance for Pharmacy(English) by reinforcing current campaigns.

- Maintain strong performance for BiomedicalEngineering(English) by reinforcing current campaigns.

- Increase visibility and outreach for Medicine(30%English) to improve applications.

- Increase visibility and outreach for Psychology(English) to improve applications.

- Increase visibility and outreach for ComputerEngineering(English) to improve applications.

- Increase visibility and outreach for Nursing(English) to improve applications.

- Increase visibility and outreach for BusinessAdministration(English) to improve applications.

- Boost promotions for NewMediaandCommunication(Turkish) to increase awareness and applications.

- Increase visibility and outreach for CivilEngineering(English) to improve applications.

Top 15 Programs Report: Paid and Applied Analysis

- Boost promotions for ManagementInformationSystems(English) to increase awareness and applications.

- Boost promotions for SpeechandLanguageTherapy(English) to increase awareness and applications.

- Increase visibility and outreach for EconomicsandFinance(English) to improve applications.

- Increase visibility and outreach for InternationalTradeandFinance(English) to improve applications.

- Increase visibility and outreach for Architecture(English) to improve applications.
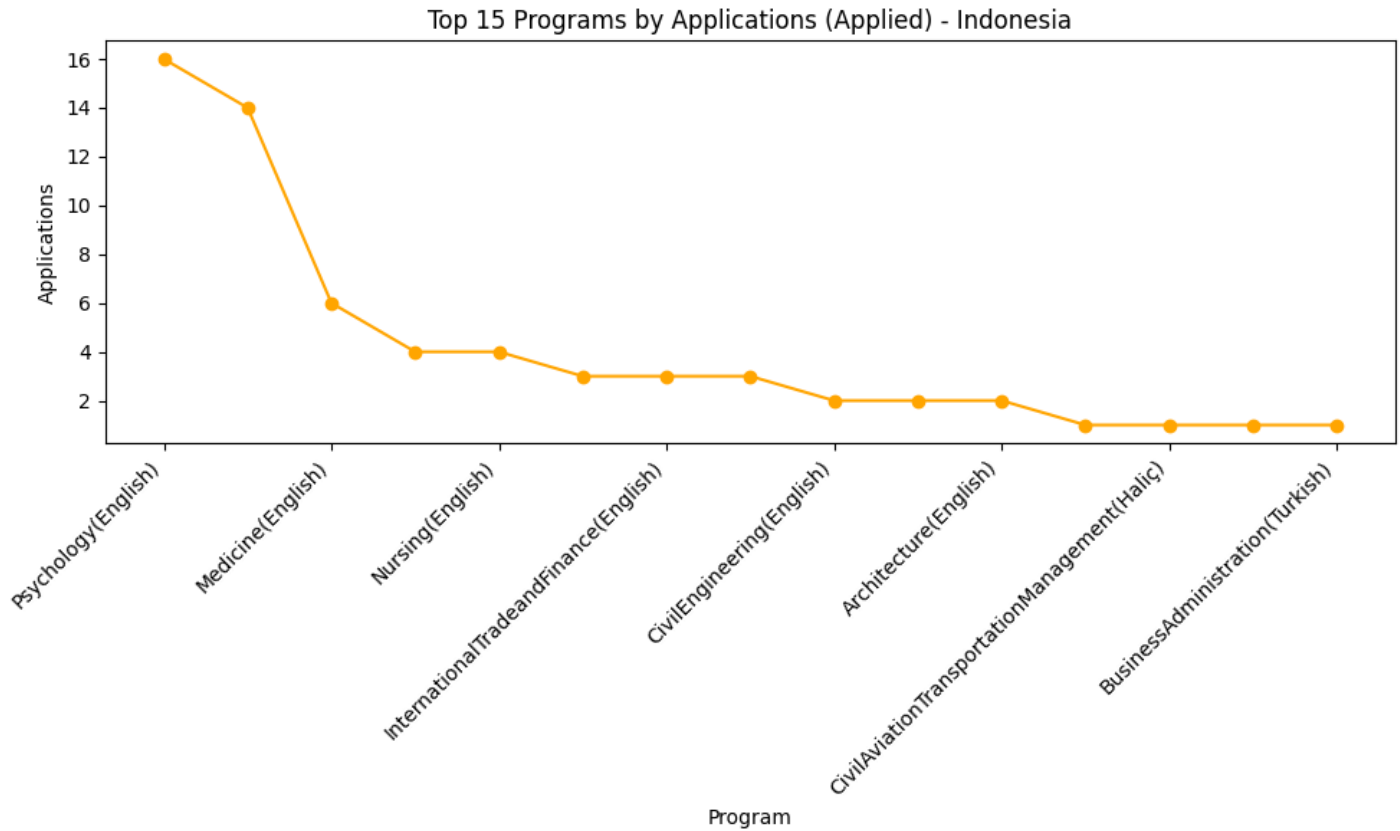
Region: Indonesia

Top 15 Programs by Revenue (Paid):

Top 15 Programs Report: Paid and Applied Analysis

Top 15 Programs by Applications (Applied):

Top 15 Programs by Applications (Applied) - Indonesia
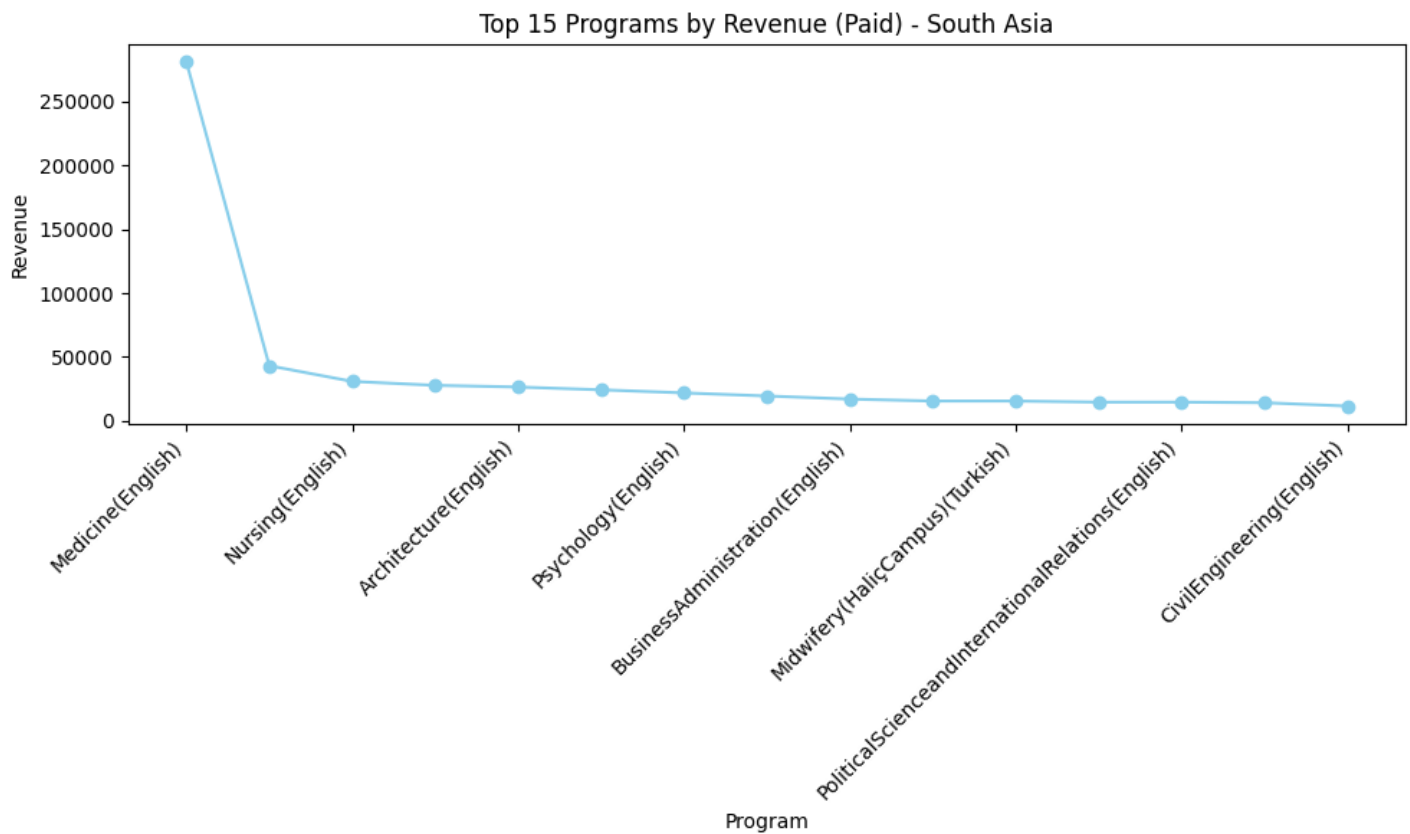
Marketing Strategies and Recommendations:

- Boost promotions for PhysiotherapyandRehabilitation(English) to increase awareness and applications.

- Increase visibility and outreach for BusinessAdministration(English) to improve applications.

- Increase visibility and outreach for PoliticalScienceandInternationalRelations(English) to improve applications.

- Boost promotions for Architecture(Turkish) to increase awareness and applications.

- Boost promotions for NutritionandDietetics(Turkish) to increase awareness and applications.

- Boost promotions for InteriorArchitectureandEnvironmentalDesign(English) to increase awareness and applications.

Top 15 Programs Report: Paid and Applied Analysis

- Increase visibility and outreach for PublicRelationsandAdvertising(English) to improve applications.

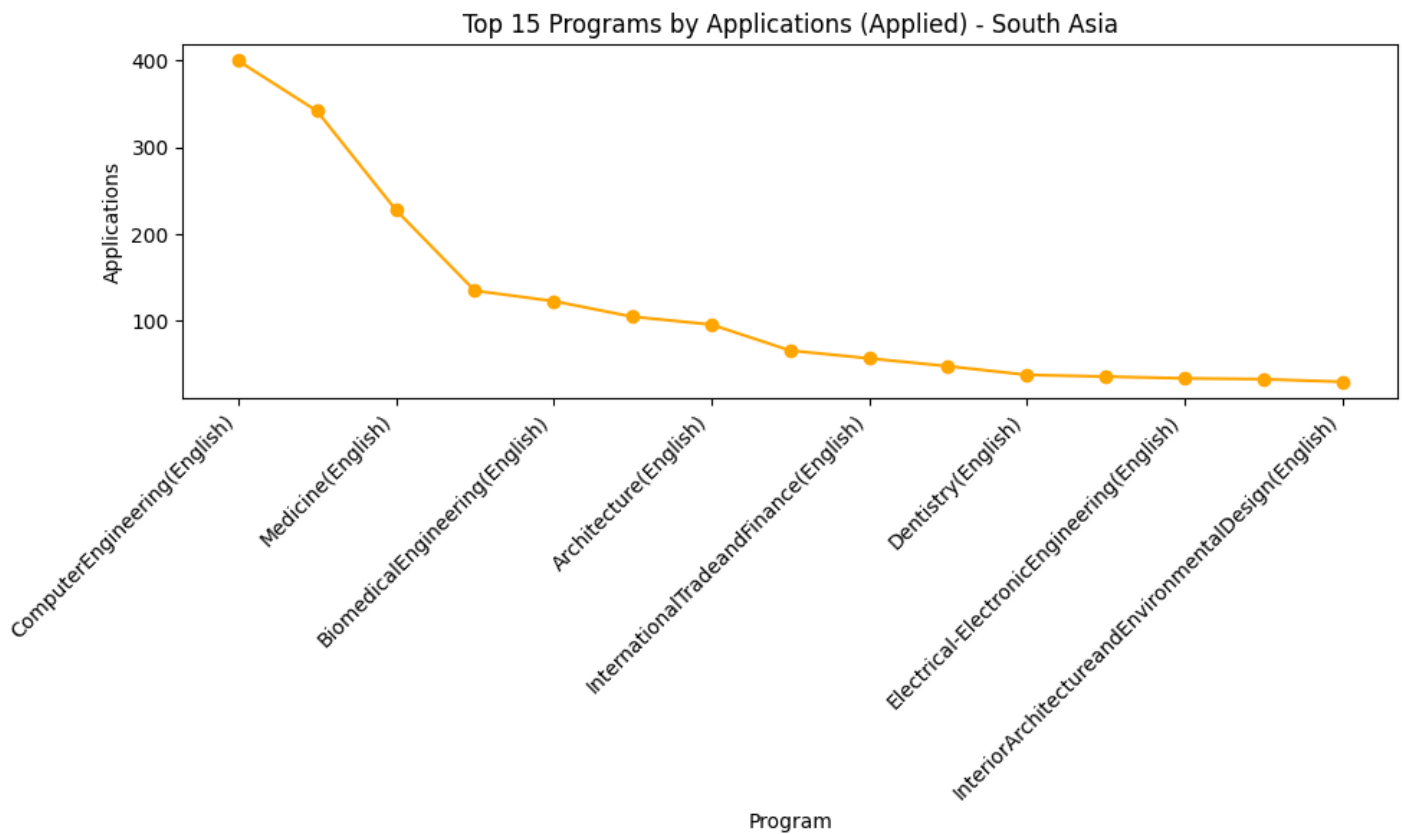- Boost promotions for InteriorDesign(Turkish) to increase awareness and applications.

Region: South Asia

Top 15 Programs by Revenue (Paid):

Top 15 Programs by Applications (Applied):

Top 15 Programs Report: Paid and Applied Analysis
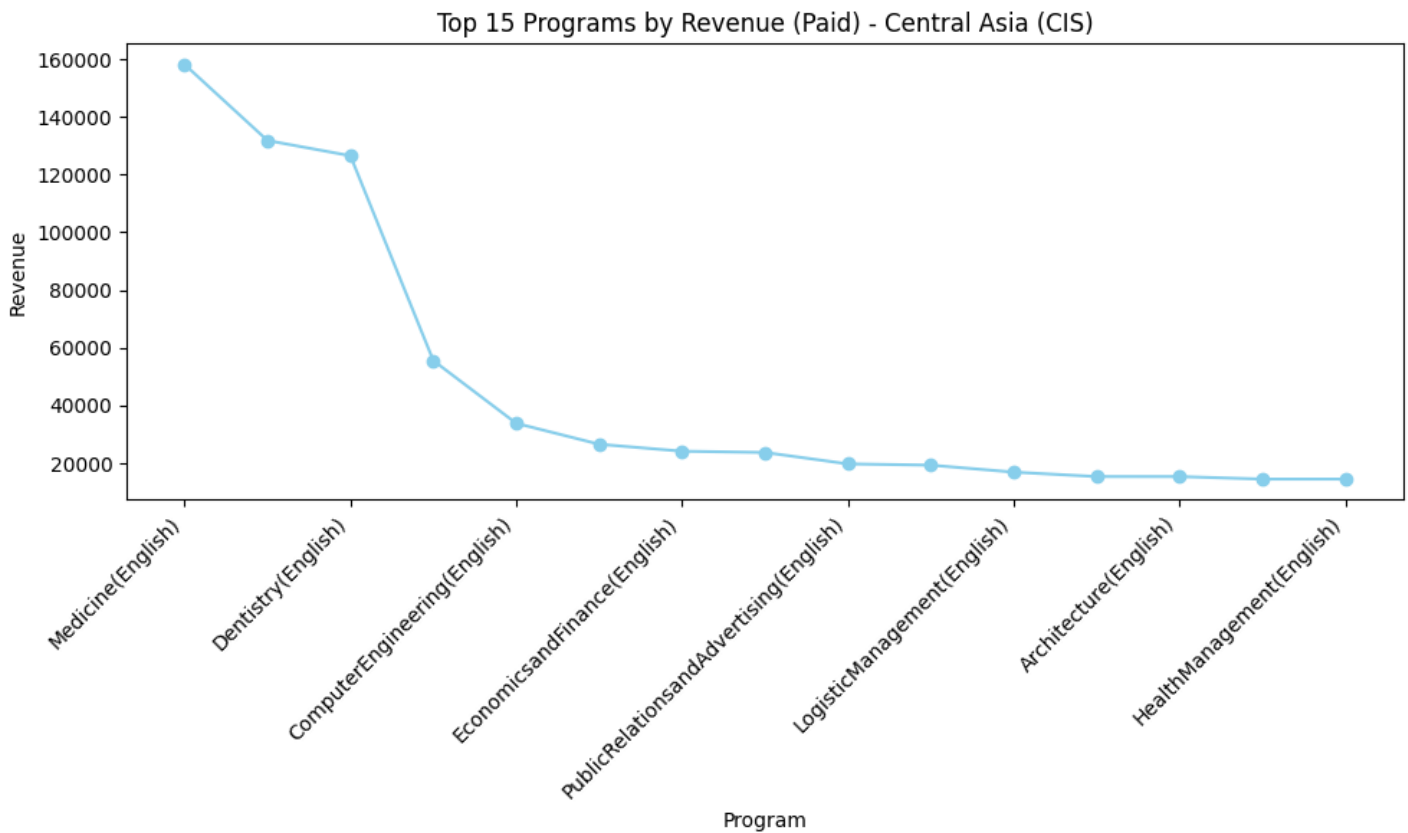

Marketing Strategies and Recommendations:

- Maintain strong performance for Medicine(English) by reinforcing current campaigns.

- Increase visibility and outreach for ComputerEngineering(English) to improve applications.

- Increase visibility and outreach for Nursing(English) to improve applications.

- Boost promotions for Nursing(Turkish) to increase awareness and applications.

- Increase visibility and outreach for Architecture(English) to improve applications.

- Increase visibility and outreach for EconomicsandFinance(English) to improve applications.

- Increase visibility and outreach for Psychology(English) to improve applications.

- Boost promotions for ManagementInformationSystems(English) to increase awareness and applications.

- Increase visibility and outreach for BusinessAdministration(English) to improve applications.

- Increase visibility and outreach for BiomedicalEngineering(English) to improve applications.

Top 15 Programs Report: Paid and Applied Analysis

- Boost promotions for Midwifery(HaliçCampus)(Turkish) to increase awareness and applications.

- Boost promotions for InternationalTradeandFinance(Turkish) to increase awareness and applications.

- Increase visibility and outreach for PoliticalScienceandInternationalRelations(English) to improve applications.

- Increase visibility and outreach for Dentistry(English) to improve applications.

- Boost promotions for CivilEngineering(English) to increase awareness and applications.
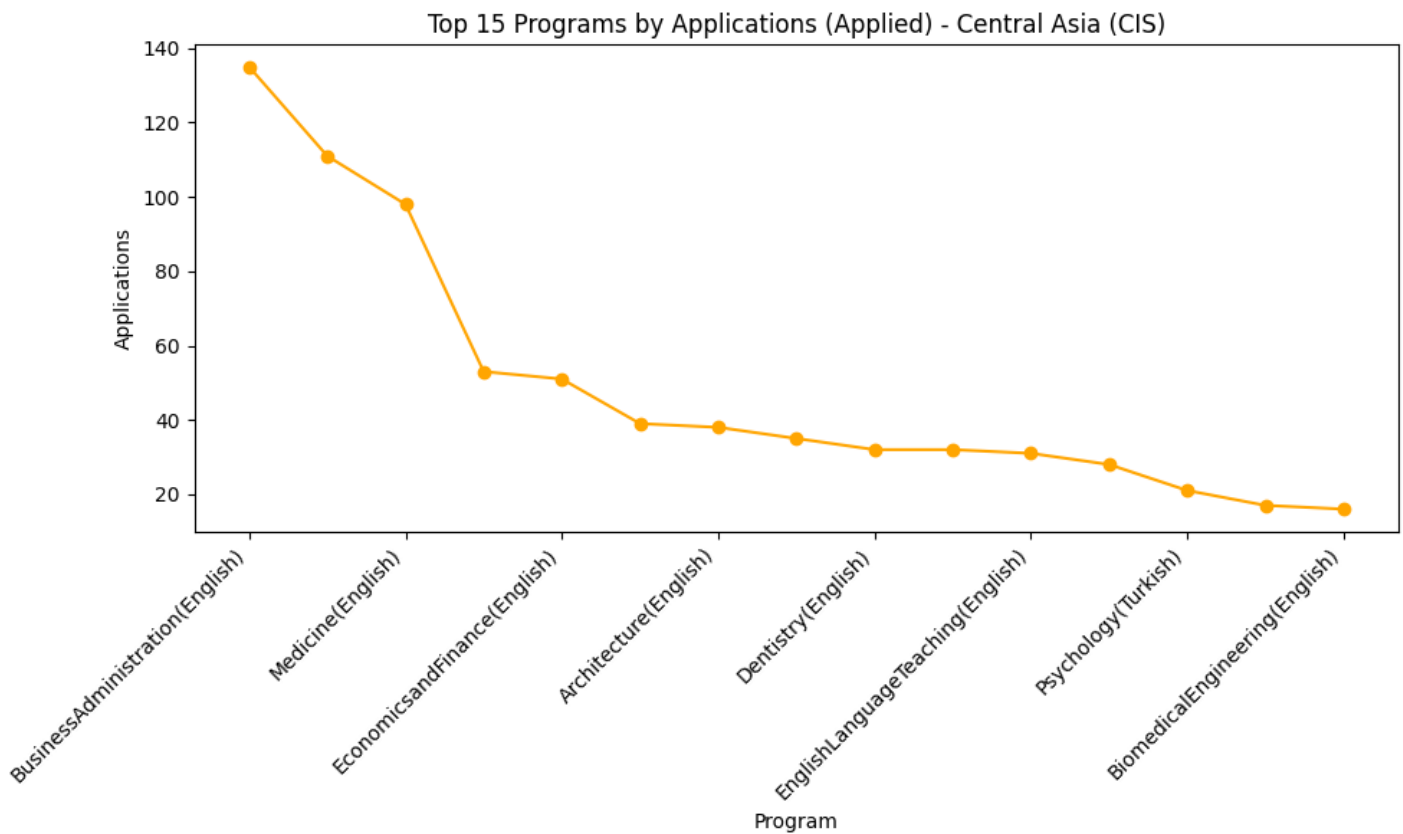
Region: Central Asia (CIS)

Top 15 Programs by Revenue (Paid):

Top 15 Programs by Applications (Applied):

Top 15 Programs Report: Paid and Applied Analysis

Top 15 Programs by Applications (Applied) - Central Asia (CIS)
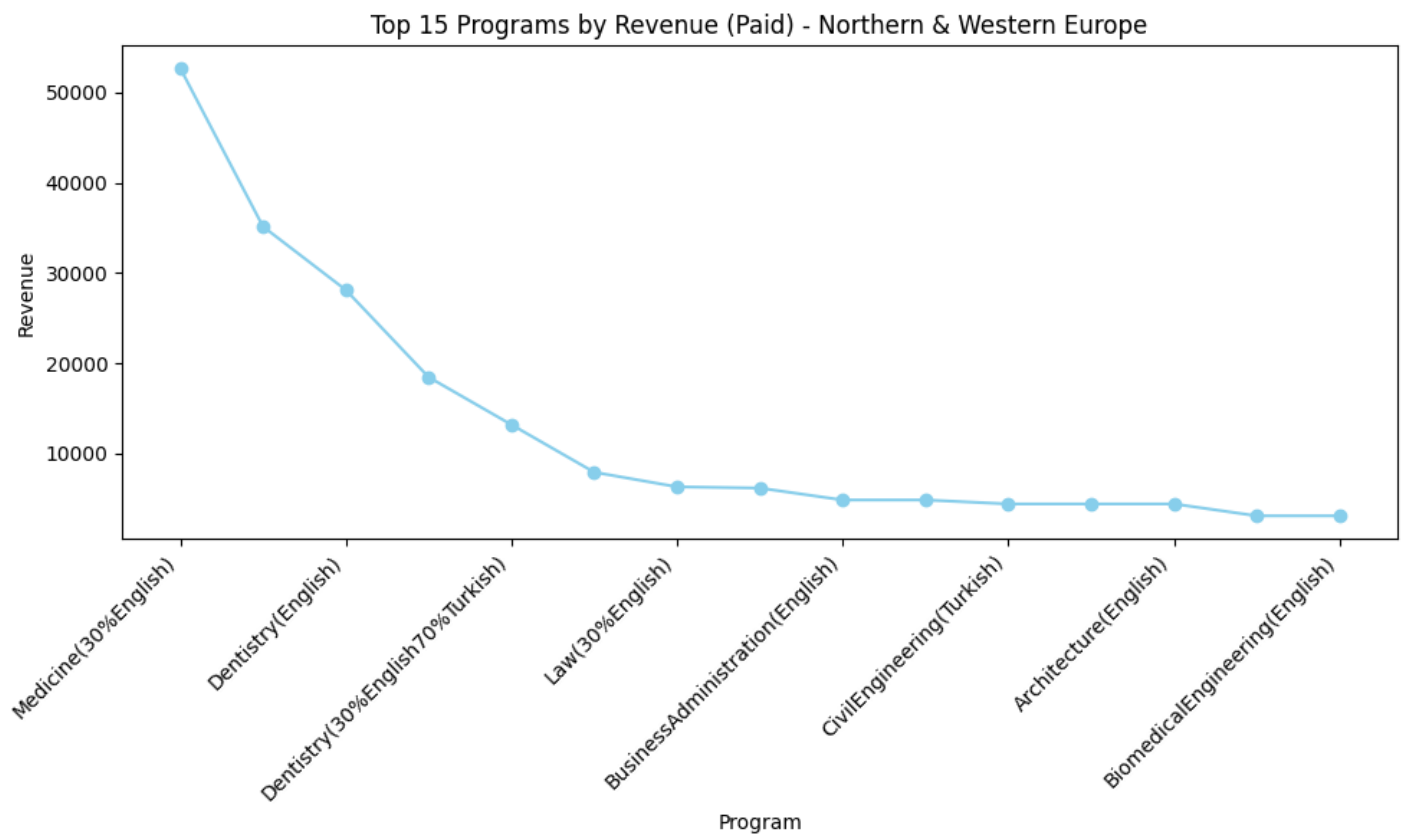
Marketing Strategies and Recommendations:

- Maintain strong performance for Medicine(English) by reinforcing current campaigns.

- Maintain strong performance for Medicine(30%English) by reinforcing current campaigns.

- Maintain strong performance for Dentistry(English) by reinforcing current campaigns.

- Increase visibility and outreach for BusinessAdministration(English) to improve applications.

- Increase visibility and outreach for ComputerEngineering(English) to improve applications.

- Boost promotions for ManagementInformationSystems(English) to increase awareness and applications.

- Increase visibility and outreach for EconomicsandFinance(English) to improve applications.

- Boost promotions for Pharmacy(English) to increase awareness and applications.

- Boost promotions for PublicRelationsandAdvertising(English) to increase awareness and applications.

Top 15 Programs Report: Paid and Applied Analysis

- Increase visibility and outreach for PoliticalScienceandInternationalRelations(English) to improve applications.

- Boost promotions for LogisticManagement(English) to increase awareness and applications.

- Increase visibility and outreach for BiomedicalEngineering(English) to improve applications.

- Increase visibility and outreach for Architecture(English) to improve applications.

- Increase visibility and outreach for Psychology(Turkish) to improve applications.

- Boost promotions for HealthManagement(English) to increase awareness and applications.
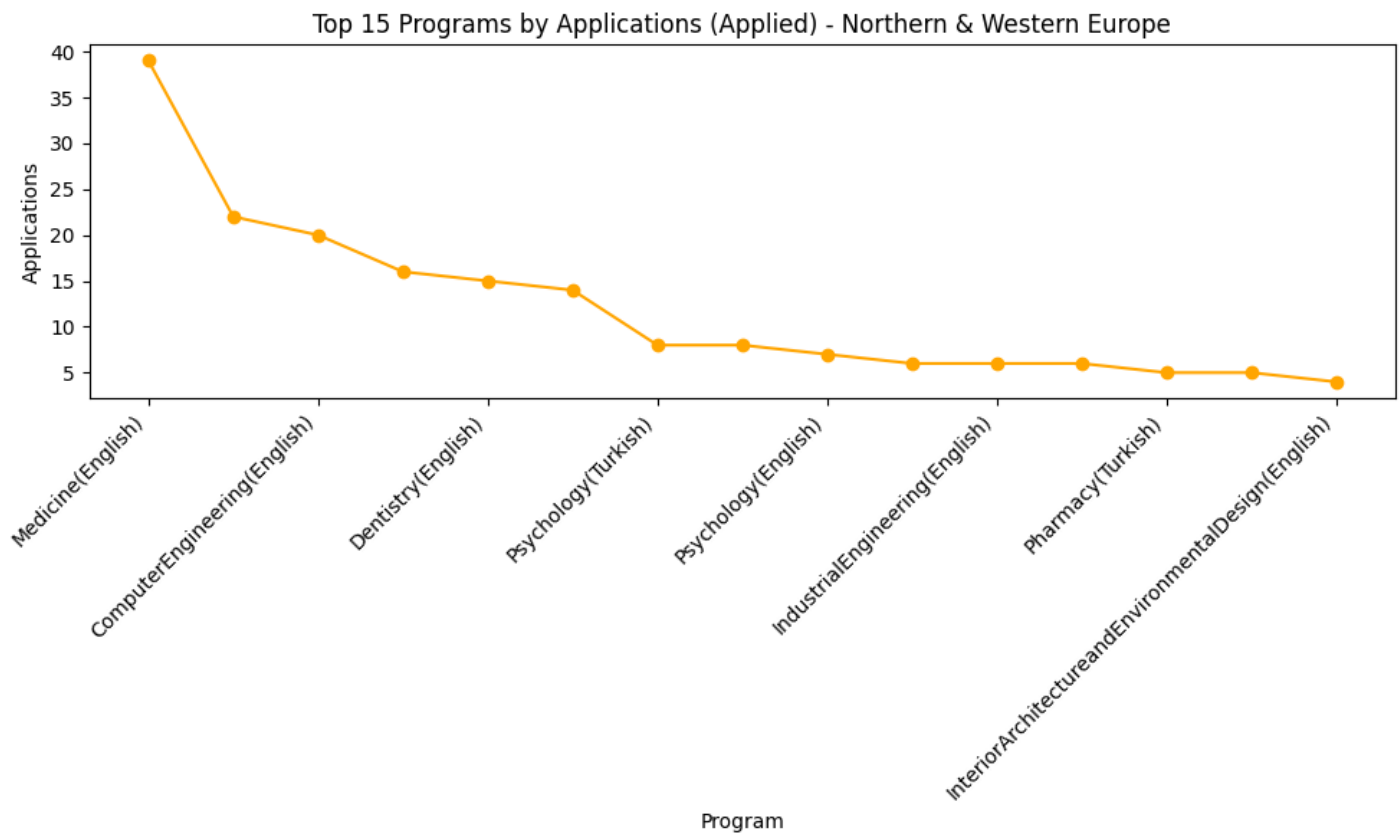
Region: Northern & Western Europe

Top 15 Programs by Revenue (Paid):

Top 15 Programs by Applications (Applied):

Top 15 Programs Report: Paid and Applied Analysis

Top 15 Programs by Applications (Applied) - Northern & Western Europe
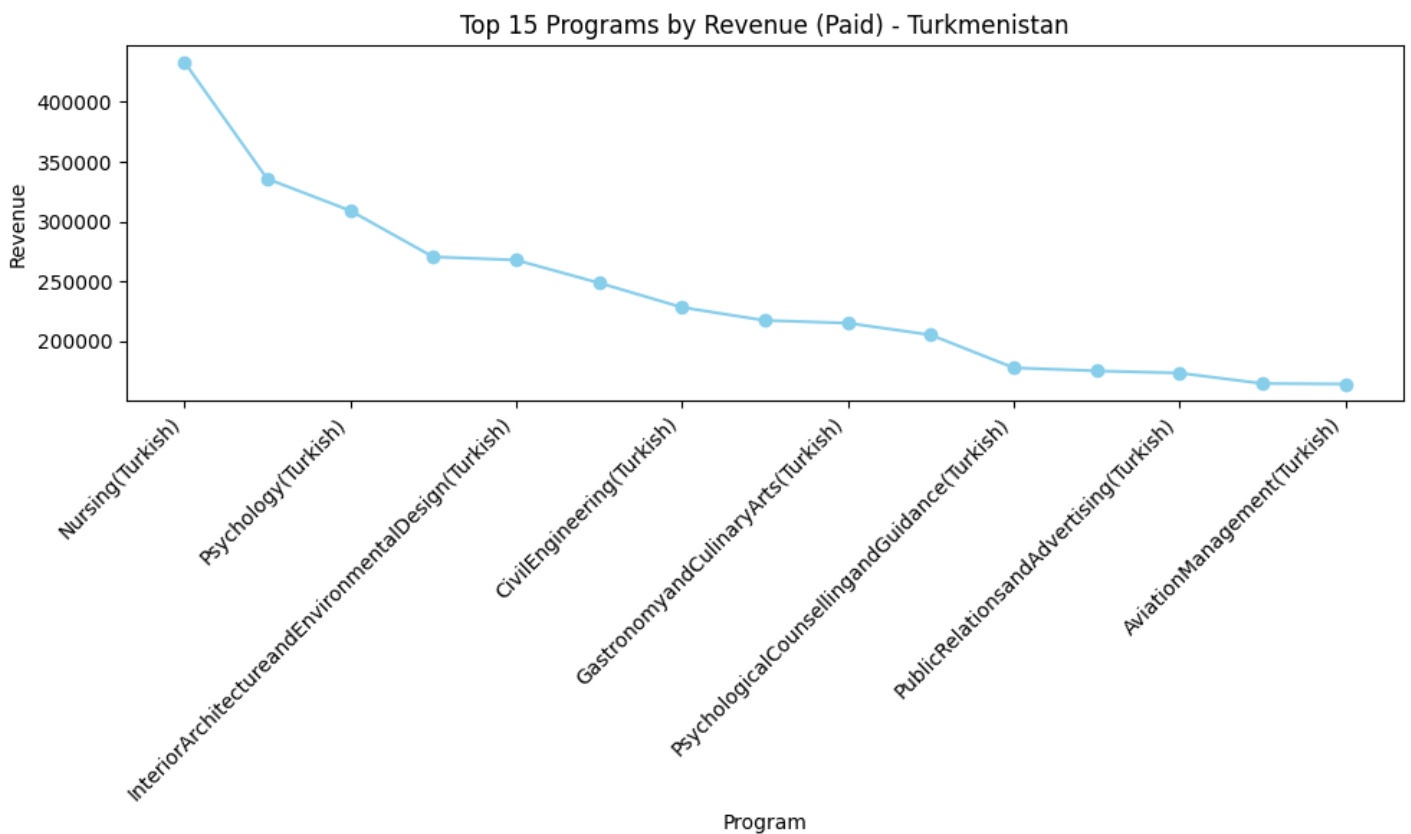
Marketing Strategies and Recommendations:

- Maintain strong performance for Medicine(30%English) by reinforcing current campaigns.

- Increase visibility and outreach for Medicine(English) to improve applications.

- Maintain strong performance for Dentistry(English) by reinforcing current campaigns.

- Maintain strong performance for Pharmacy(Turkish) by reinforcing current campaigns.

- Maintain strong performance for Dentistry(30%English70%Turkish) by reinforcing current campaigns.

- Boost promotions for Pharmacy(English) to increase awareness and applications.

- Increase visibility and outreach for Law(30%English) to improve applications.

- Increase visibility and outreach for ComputerEngineering(English) to improve applications.

- Increase visibility and outreach for BusinessAdministration(English) to improve applications.

- Increase visibility and outreach for IndustrialEngineering(English) to improve applications.

Top 15 Programs Report: Paid and Applied Analysis

- Boost promotions for CivilEngineering(Turkish) to increase awareness and applications.

- Boost promotions for Architecture(Turkish) to increase awareness and applications.

- Increase visibility and outreach for Architecture(English) to improve applications.

- Boost promotions for Nursing(English) to increase awareness and applications.

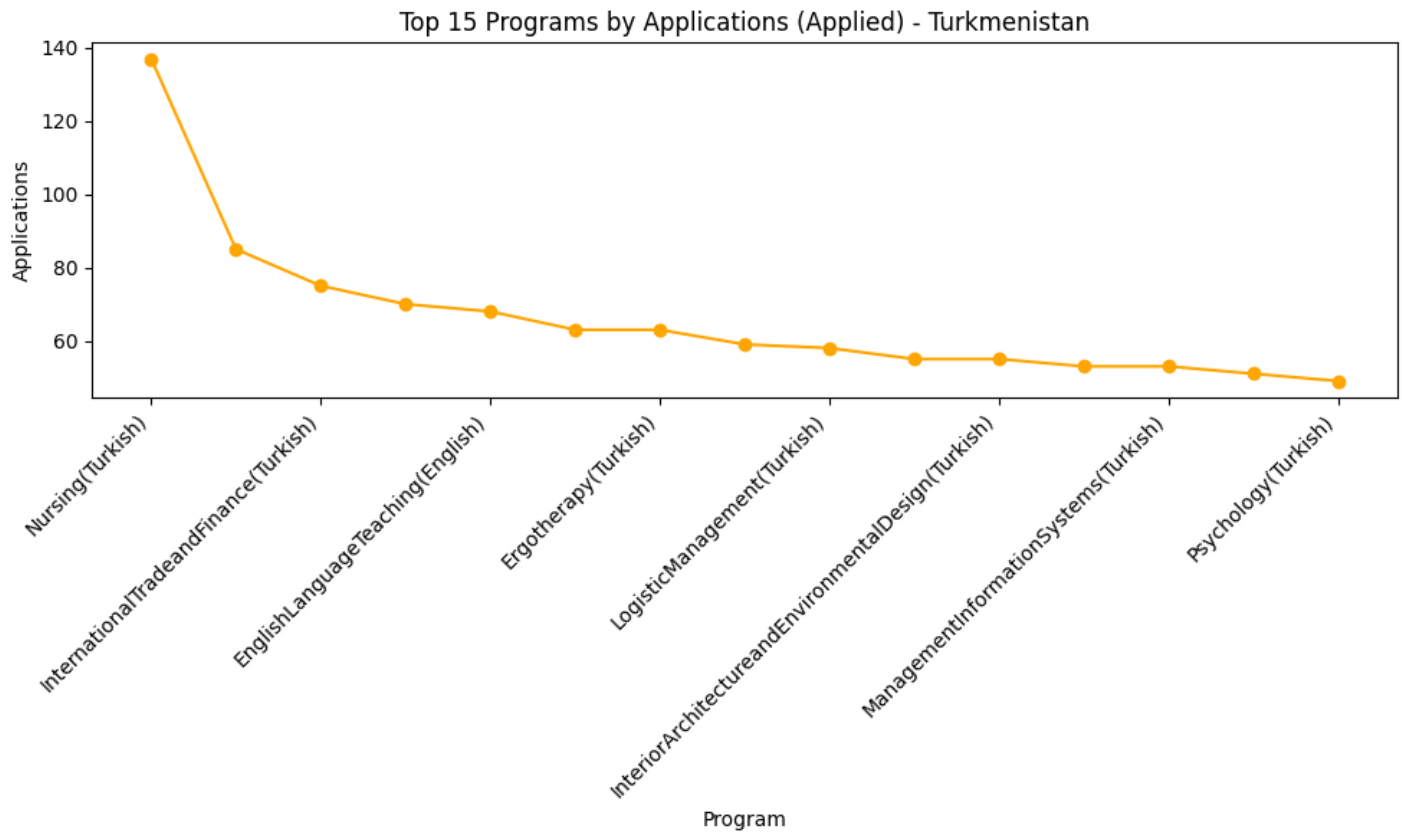- Increase visibility and outreach for BiomedicalEngineering(English) to improve applications.

Region: Turkmenistan

Top 15 Programs by Revenue (Paid):

Top 15 Programs by Applications (Applied):

Top 15 Programs Report: Paid and Applied Analysis

Top 15 Programs by Applications (Applied) - Turkmenistan

Marketing Strategies and Recommendations:

- Maintain strong performance for Nursing(Turkish) by reinforcing current campaigns.

- Maintain strong performance for ManagementInformationSystems(Turkish) by reinforcing current campaigns.

- Maintain strong performance for Psychology(Turkish) by reinforcing current campaigns.

- Maintain strong performance for Midwifery(Turkish) by reinforcing current campaigns.

- Maintain strong performance for InteriorArchitectureandEnvironmentalDesign(Turkish) by reinforcing current campaigns.

- Maintain strong performance for InternationalTradeandFinance(Turkish) by reinforcing current campaigns.

- Maintain strong performance for CivilEngineering(Turkish) by reinforcing current campaigns.
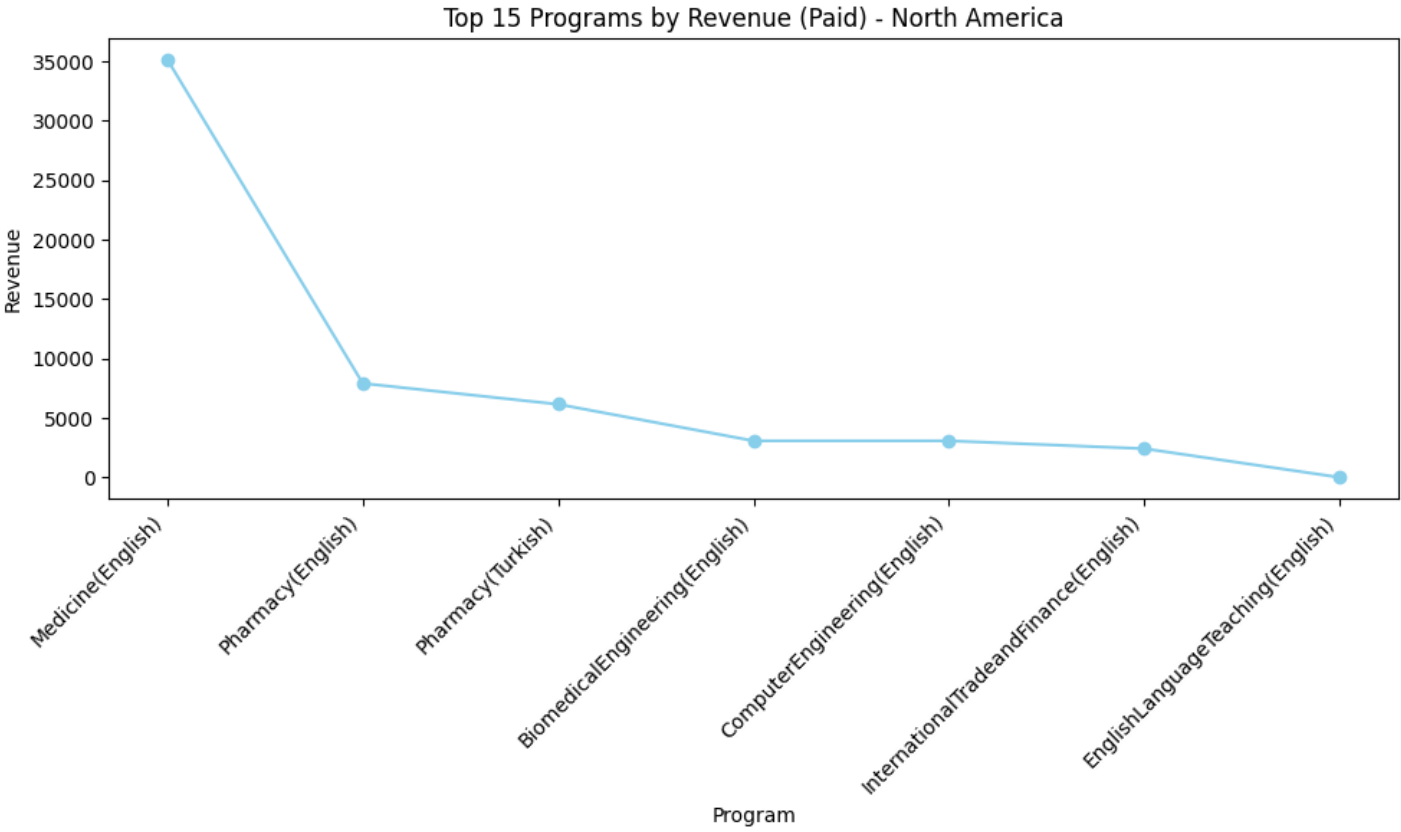
Top 15 Programs Report: Paid and Applied Analysis

- Boost promotions for PoliticalScienceandPublicAdministration(Turkish) to increase awareness and applications.

- Boost promotions for GastronomyandCulinaryArts(Turkish) to increase awareness and applications.

- Maintain strong performance for HealthManagement(Turkish) by reinforcing current campaigns.

- Boost promotions for PsychologicalCounsellingandGuidance(Turkish) to increase awareness and applications.

- Boost promotions for PhysiotherapyandRehabilitation(Turkish) to increase awareness and applications.

- Boost promotions for PublicRelationsandAdvertising(Turkish) to increase awareness and applications.

- Boost promotions for PrimaryMathematicsTeaching(Turkish) to increase awareness and applications.

- Maintain strong performance for AviationManagement(Turkish) by reinforcing current campaigns.
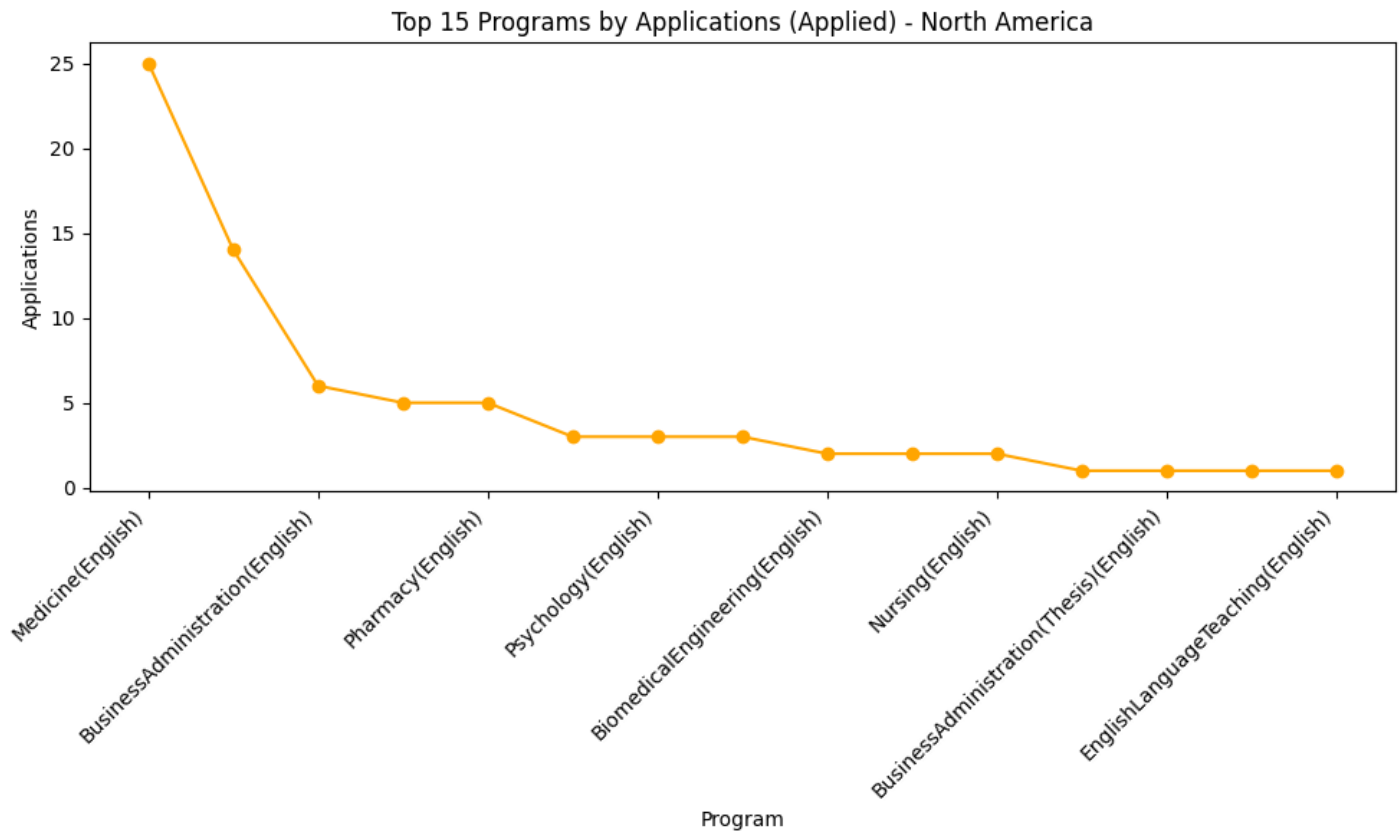
Region: North America

Top 15 Programs by Revenue (Paid):

Top 15 Programs Report: Paid and Applied Analysis

Top 15 Programs by Revenue (Paid) - North America

Top 15 Programs by Applications (Applied):

Top 15 Programs Report: Paid and Applied Analysis

Top 15 Programs by Applications (Applied) - North America
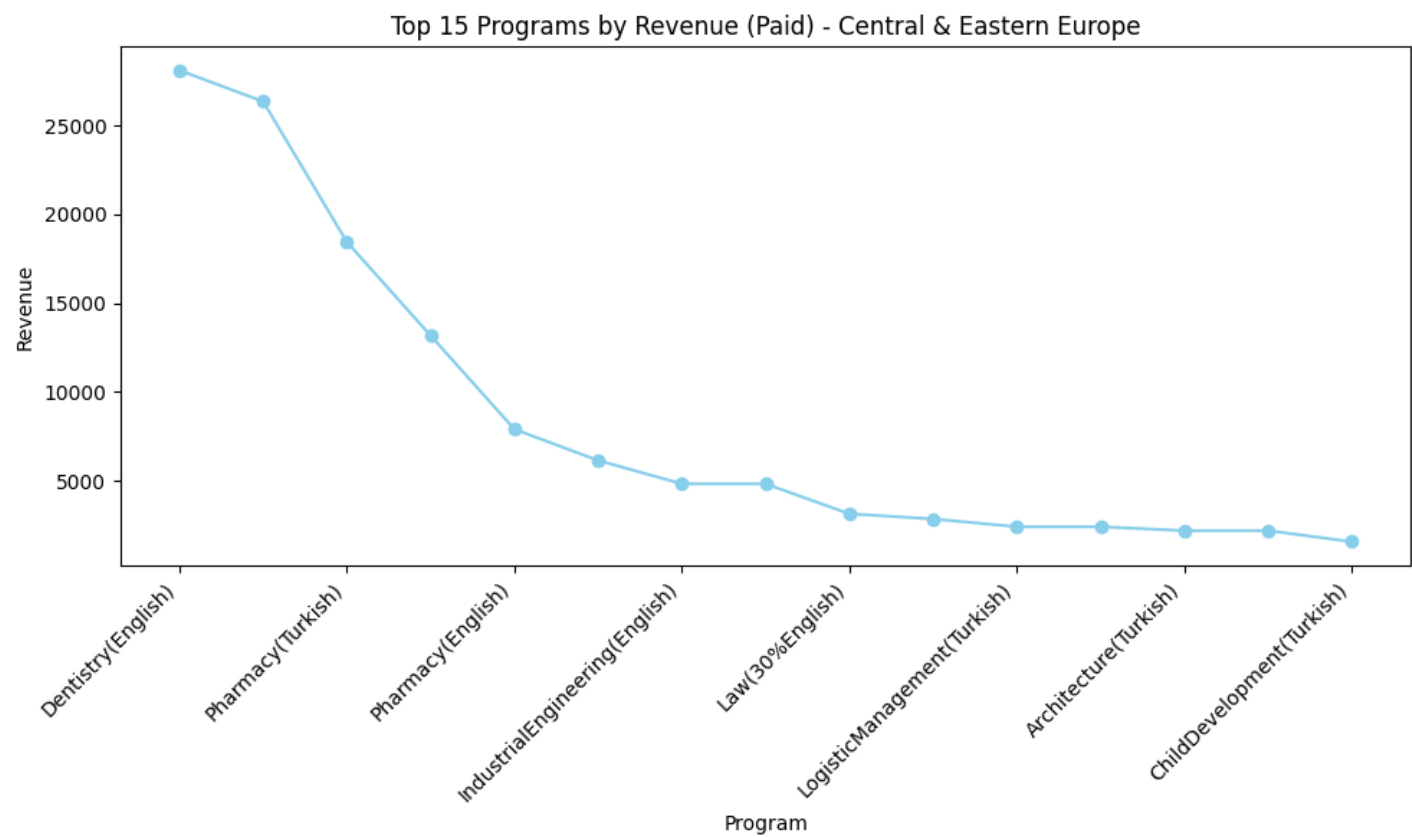

Marketing Strategies and Recommendations:

- Maintain strong performance for Medicine(English) by reinforcing current campaigns.

- Maintain strong performance for Pharmacy(English) by reinforcing current campaigns.

- Boost promotions for Pharmacy(Turkish) to increase awareness and applications.

- Maintain strong performance for BiomedicalEngineering(English) by reinforcing current campaigns.

- Maintain strong performance for ComputerEngineering(English) by reinforcing current campaigns.

- Boost promotions for InternationalTradeandFinance(English) to increase awareness and applications.

- Increase visibility and outreach for EnglishLanguageTeaching(English) to improve applications.
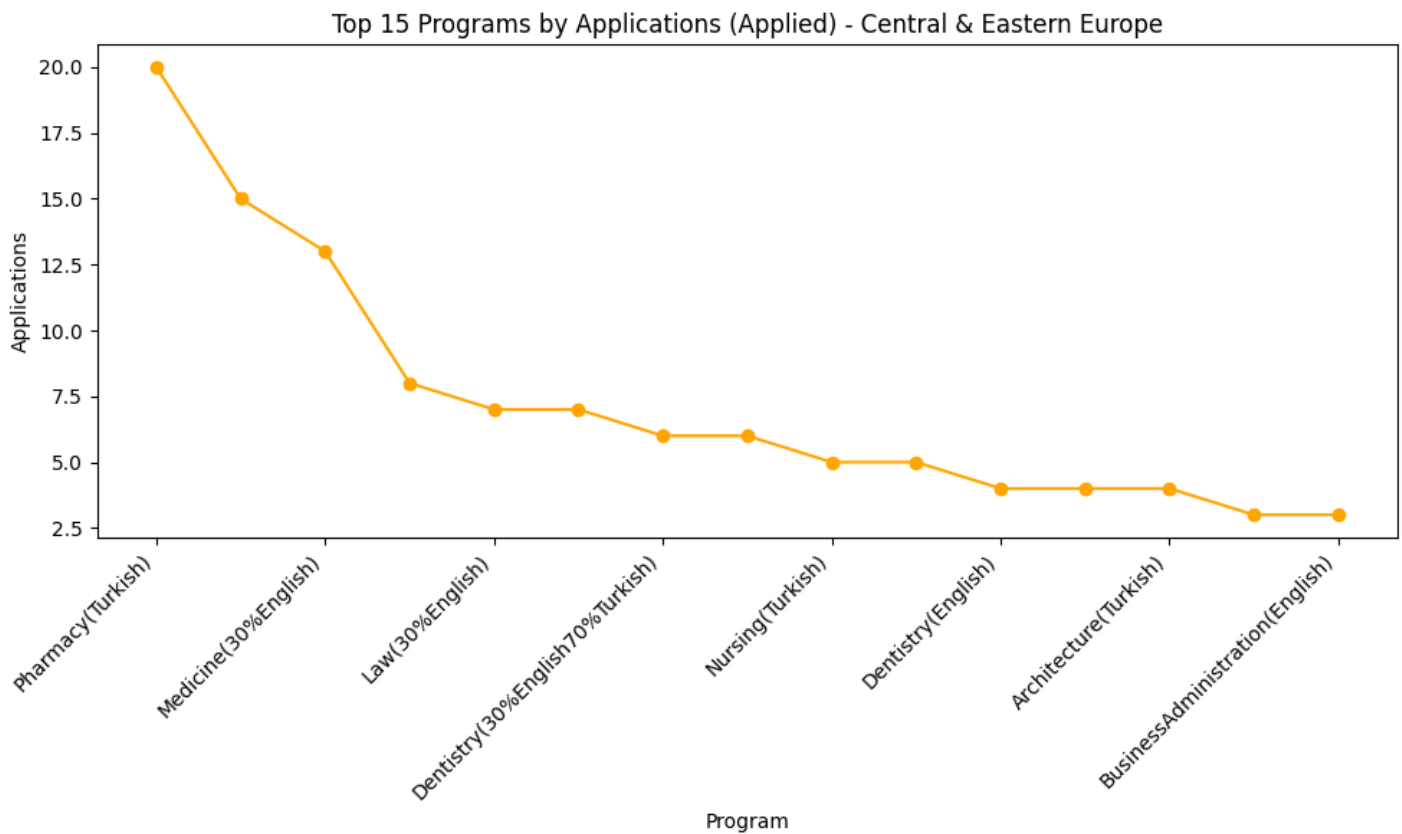
Region: Central & Eastern Europe

Top 15 Programs Report: Paid and Applied Analysis

Top 15 Programs by Revenue (Paid):

Top 15 Programs by Applications (Applied):

Top 15 Programs Report: Paid and Applied Analysis

Top 15 Programs by Applications (Applied) - Central & Eastern Europe
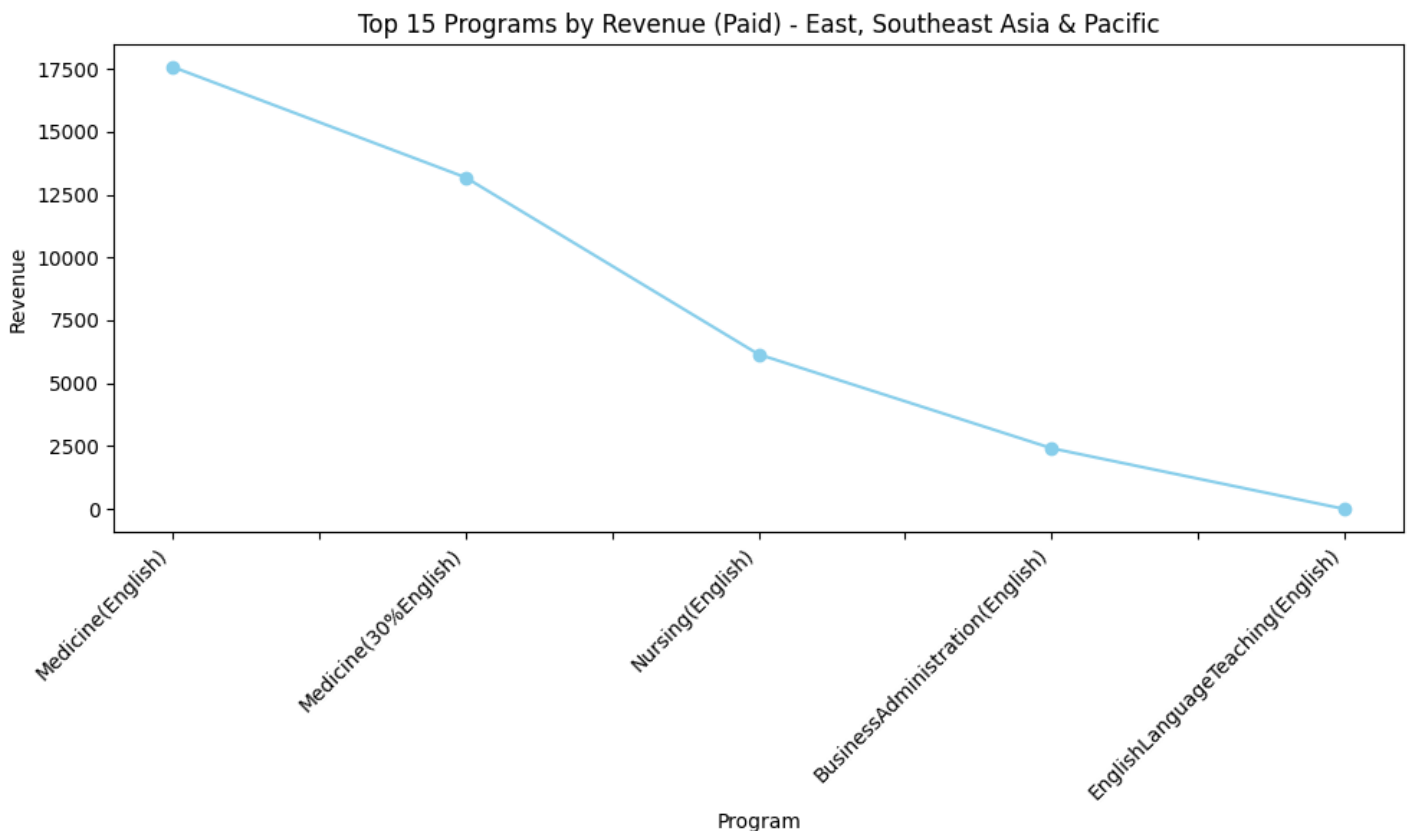
Marketing Strategies and Recommendations:

- Maintain strong performance for Dentistry(English) by reinforcing current campaigns.

- Maintain strong performance for Medicine(30%English) by reinforcing current campaigns.

- Increase visibility and outreach for Pharmacy(Turkish) to improve applications.

- Maintain strong performance for Dentistry(30%English70%Turkish) by reinforcing current campaigns.

- Maintain strong performance for Pharmacy(English) by reinforcing current campaigns.

- Increase visibility and outreach for ComputerEngineering(English) to improve applications.

- Increase visibility and outreach for IndustrialEngineering(English) to improve applications.

- Boost promotions for SpeechandLanguageTherapy(Turkish) to increase awareness and applications.

- Increase visibility and outreach for Law(30%English) to improve applications.

Top 15 Programs Report: Paid and Applied Analysis

- Boost promotions for Electrical-ElectronicEngineering(English) to increase awareness and applications.

- Boost promotions for LogisticManagement(Turkish) to increase awareness and applications.

- Boost promotions for ManagementInformationSystems(English) to increase awareness and applications.

- Increase visibility and outreach for Architecture(Turkish) to improve applications.

- Increase visibility and outreach for NutritionandDietetics(Turkish) to improve applications.

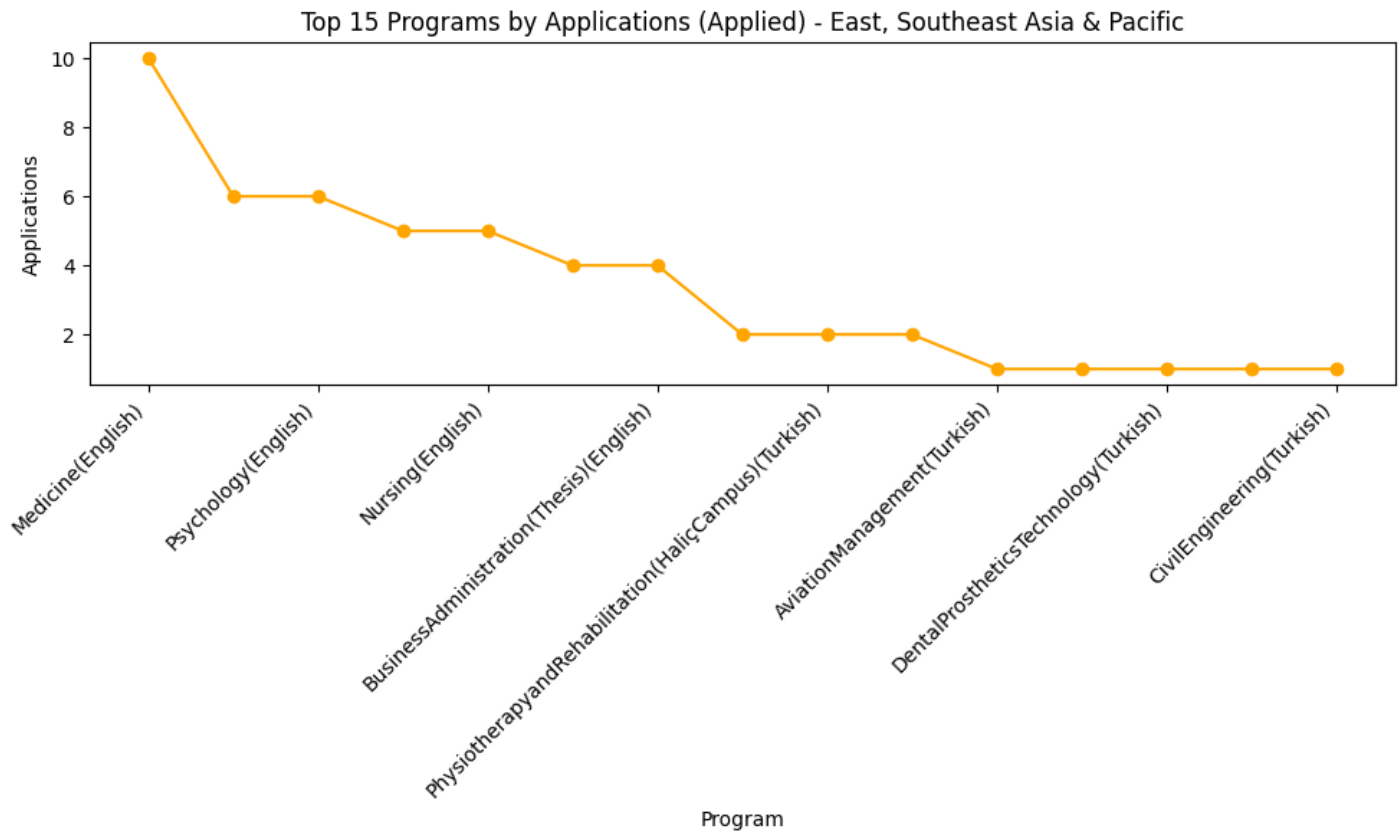- Boost promotions for ChildDevelopment(Turkish) to increase awareness and applications.

Region: East, Southeast Asia & Pacific

Top 15 Programs by Revenue (Paid):

Top 15 Programs Report: Paid and Applied Analysis
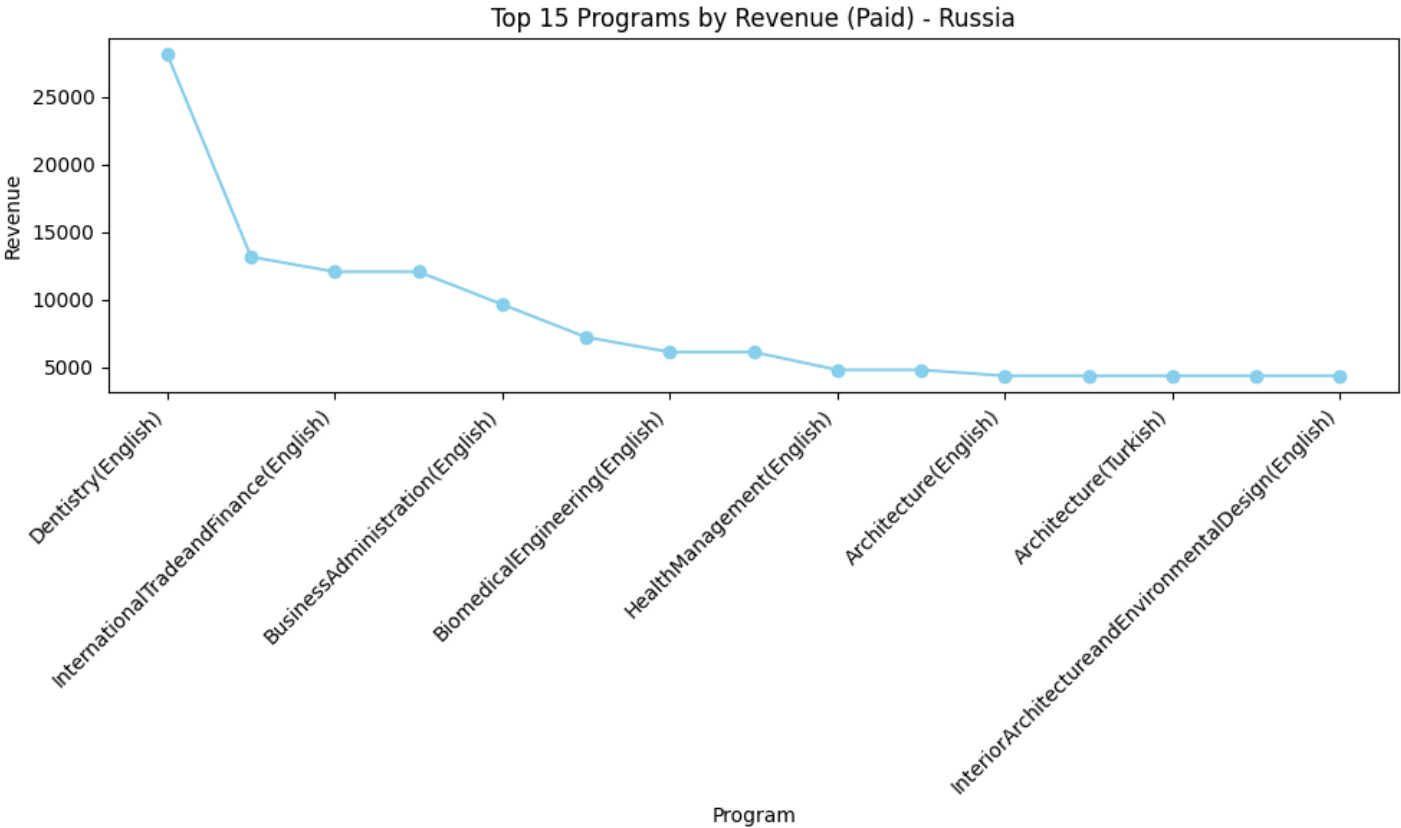
Top 15 Programs by Applications (Applied):

Marketing Strategies and Recommendations:

- Maintain strong performance for Medicine(English) by reinforcing current campaigns.

- Boost promotions for Medicine(30%English) to increase awareness and applications.

- Maintain strong performance for Nursing(English) by reinforcing current campaigns.

- Maintain strong performance for BusinessAdministration(English) by reinforcing current campaigns.

- Boost promotions for EnglishLanguageTeaching(English) to increase awareness and applications.
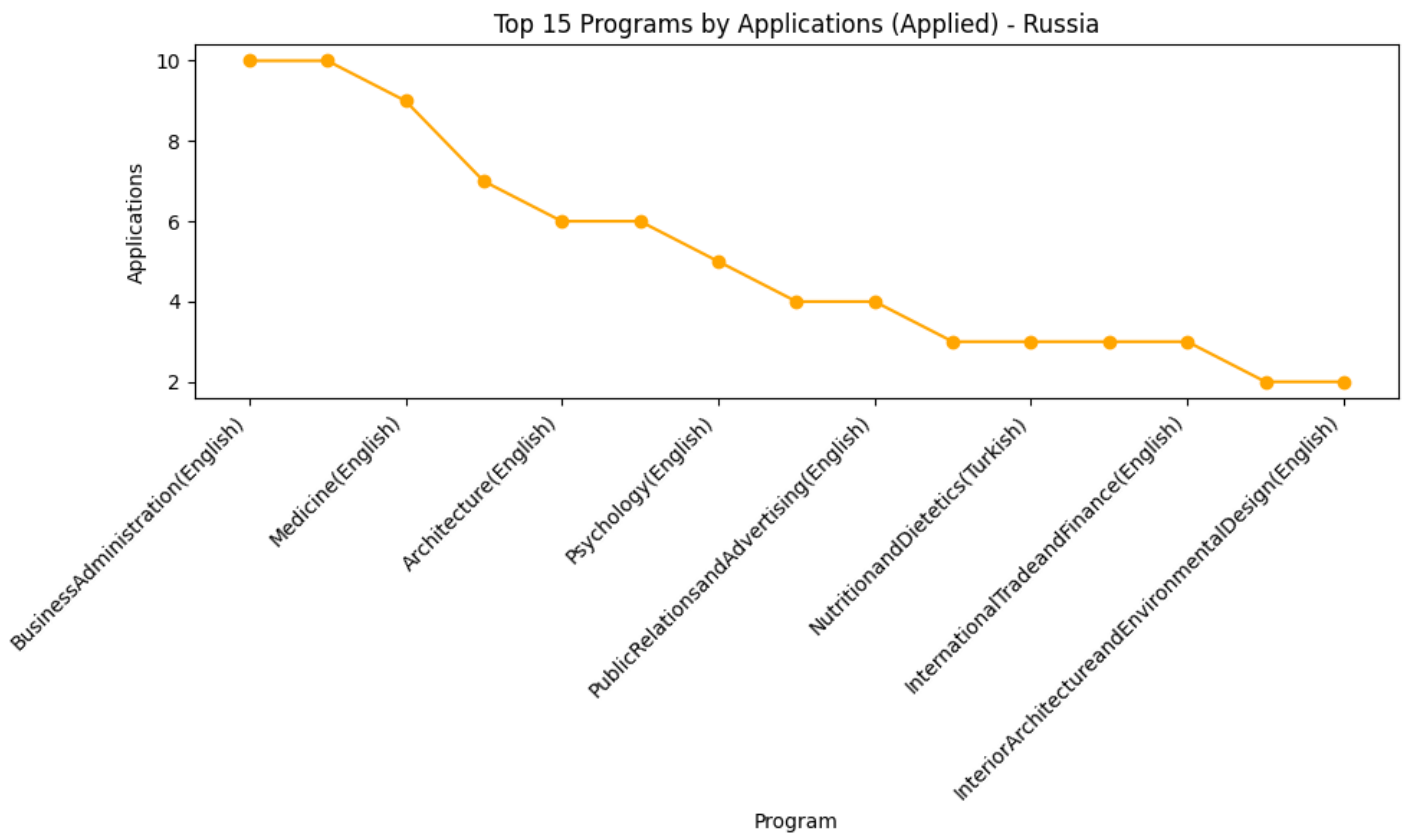
Region: Russia

Top 15 Programs by Revenue (Paid):

Top 15 Programs Report: Paid and Applied Analysis

Top 15 Programs by Revenue (Paid) - Russia

Top 15 Programs by Applications (Applied):

Top 15 Programs Report: Paid and Applied Analysis

Top 15 Programs by Applications (Applied) - Russia

Marketing Strategies and Recommendations:

- Maintain strong performance for Dentistry(English) by reinforcing current campaigns.

- Maintain strong performance for Medicine(30%English) by reinforcing current campaigns.

- Maintain strong performance for InternationalTradeandFinance(English) by reinforcing current campaigns.

- Boost promotions for InternationalTradeandFinance(Turkish) to increase awareness and applications.

- Increase visibility and outreach for BusinessAdministration(English) to improve applications.

- Boost promotions for LogisticManagement(English) to increase awareness and applications.

- Maintain strong performance for BiomedicalEngineering(English) by reinforcing current campaigns.

- Increase visibility and outreach for ComputerEngineering(English) to improve applications.

- Boost promotions for HealthManagement(English) to increase awareness and applications.
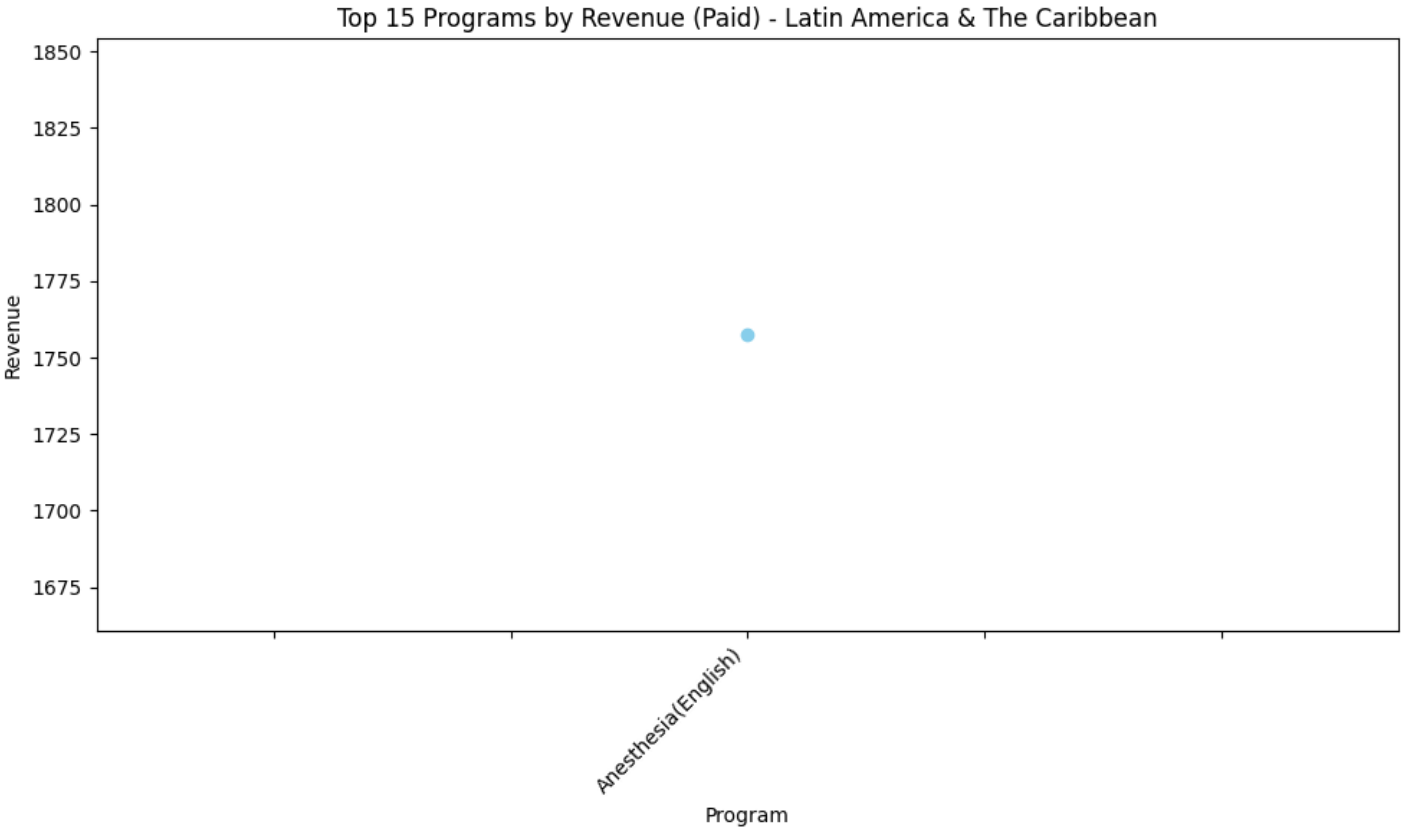
Top 15 Programs Report: Paid and Applied Analysis

- Maintain strong performance for PoliticalScienceandInternationalRelations(English) by reinforcing

current campaigns.

- Increase visibility and outreach for Architecture(English) to improve applications.

- Maintain strong performance for PublicRelationsandAdvertising(English) by reinforcing current

campaigns.

- Increase visibility and outreach for Architecture(Turkish) to improve applications.

- Boost promotions for InteriorArchitectureandEnvironmentalDesign(Turkish) to increase awareness

and

applications.

- Maintain strong performance for InteriorArchitectureandEnvironmentalDesign(English) by

reinforcing

current campaigns.

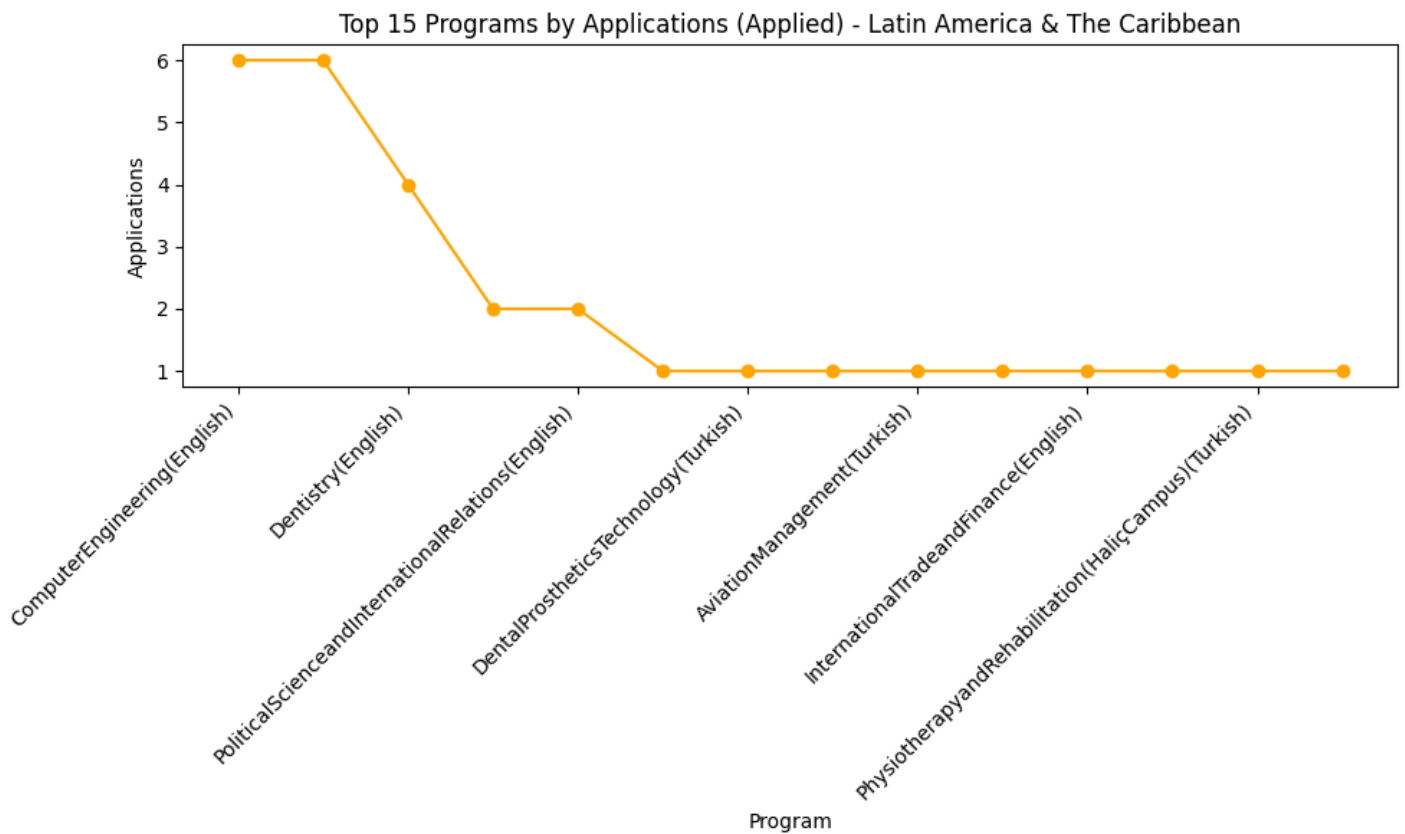## Region: Latin America & The Caribbean

Top 15 Programs by Revenue (Paid):

Top 15 Programs Report: Paid and Applied Analysis

Top 15 Programs by Revenue (Paid) - Latin America & The Caribbean

Top 15 Programs by Applications (Applied):

Top 15 Programs Report: Paid and Applied Analysis

Top 15 Programs by Applications (Applied) - Latin America & The Caribbean

Marketing Strategies and Recommendations:

- Boost promotions for Anesthesia(English) to increase awareness and applications.

Top 15 Programs Report: Paid and Applied Analysis

Future Plan for Next Year:

- **Region-Specific Focus**:

    - Identify underperforming regions and invest in targeted marketing campaigns to improve applications.

    - Focus on high-revenue regions like MENA by introducing scholarships and incentives for top programs.

- **Program-Level Strategies**:

    - Maintain strong programs with high revenue per application through additional resources and outreach.

    - Improve awareness for low-application but high-revenue potential programs via online platforms.

- **Monitoring and Reporting**:

    - Introduce quarterly monitoring of application and revenue trends for dynamic strategy adjustments.

    - Conduct surveys to understand student preferences and barriers to applications.

- **Technology and Partnerships**:

    - Leverage digital platforms and social media for region-specific campaigns.

    - Partner with international universities to improve program visibility and credibility.