

Marketing Guidelines for Faculty-Directed Programs

Office of Education Abroad

To maintain clarity in campus-wide study abroad messaging and to promote faculty-directed programs successfully, the Office of Education Abroad (OEA) provides the following guidelines and tips:

Tips for All Marketing

- Market one program per publication to give students more specifics on the experience abroad:
 - Students want program details. Highlight projects, excursions, and experiential learning.
 - The OEA markets programs as a group to show all CWRU study abroad opportunities.
- Use OEA resources to help enhance study abroad marketing on campus:
 - We have many photos from the photo contest and your programs that we can share.
 - We have student assistants who can provide feedback/suggestions on a marketing draft.
- When listing cost, be consistent by providing the program fee and what is included in that, only.
- In person, visit relevant 100 and 200 level classes, especially pre-requisites to your course abroad, to promote your study abroad program.

Guidelines for All Marketing

- Keep the messaging clear and consistent:
 - Indicate that study abroad opportunities exist beyond the program(s) you list/detail.
 - Direct students to case.edu/studyabroad and studyabroad@case.edu.
- Include one of the following statements:
 - “Explore your options at case.edu/studyabroad” or, to direct students to apply,
 - “Apply and see all of your study abroad options at case.edu/studyabroad”.
- State your school or college’s name in the largest text used.

Specific Guidelines and Tips

- In Social Media:
 - GUIDELINE— Ensure your marketing includes your school or college name to indicate there may be additional programs available during the time period you are advertising.
 - TIP—Create a hashtag and tag us! Our Twitter is @CWRUStudyAbroad and our Facebook is CWRU Study Abroad. We will retweet, share, and help market.
- In Campus Newsletters and *the daily*:
 - GUIDELINE—Submissions to *the daily* must be routed through the OEA
 - *the daily* will not accept them otherwise and prefers we send submissions early.
 - Send *daily* submissions to jody@case.edu a week or more in advance.
 - TIP—*the daily* advertises events. Submissions that lead with the event’s title, date and time, and then location are effective. Titles that are catchy, clear, and concise are best.
 - TIP—Include photos and flyers for the program(s) and highlight course experiences.



CENTER FOR
INTERNATIONAL AFFAIRS

Resources

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