

## **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 [studyabroad.case.edu](http://studyabroad.case.edu) and [studyabroad@case.edu](mailto:studyabroad@case.edu).
- Include one of the following statements:
  - “Explore your options at [studyabroad.case.edu](http://studyabroad.case.edu)” or, to direct students to apply,
  - “Apply and see all of your study abroad options at [studyabroad.case.edu](http://studyabroad.case.edu)”.
- 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](mailto: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.



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#### **Resources**

Email: [studyabroad@case.edu](mailto:studyabroad@case.edu)  
Website: [studyabroad.case.edu](http://studyabroad.case.edu)  
Location: Tomlinson 143  
Phone: (216) 368-2517  
Twitter: @CWRUStudyAbroad  
Facebook: CWRU Study Abroad  
Walk-In Hours: Fridays from 12 -2pm

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For more information contact  
[studyabroad@case.edu](mailto:studyabroad@case.edu) or  
[cheryl.toman@case.edu](mailto:cheryl.toman@case.edu)



Students pause for a "selfie" at the Notre Dame cathedral during their trip to Paris

"I had so much fun exploring the city and its cultural landmarks while learning about the issues facing the Paris community!"



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