



THE PHILIPS COLLEGE

**STUDENT RECRUITMENT STRATEGY
AND MARKETING PLAN 2019-2023**

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Student Recruitment Strategy and Marketing Plan 2019-2023

Introduction

This is the College's first Student Recruitment Strategy and Marketing Plan. Successful recruitment of high quality students is essential to the academic and financial sector of the College. Effective student recruitment is key to the College realizing many of its long-term strategic plans.

Vision and Strategic Objectives

The objectives of Philips College regarding international student recruitment, are to:

- Increase the academic quality of international applicants to Philips College;
- Enhance the global positioning of the Philips College;
- Ensure that international students of Philips College enjoy an excellent experience.

The strategies to achieve the above objectives are:

- Appropriate research to ensure a sophisticated understanding of overseas countries as markets for the recruitment of international students, and of national and global trends for specific subject areas;
- Appropriate and effective promotional activities undertaken for the purpose of recruiting international students to Philips College; and
- Effective collaboration between different sections within Philips College to achieve recruitment targets.

Implementation of the strategies will be driven by two principles:

- Recruitment should be from as broad a range of countries as possible, in order to achieve a heterogeneous student population; and
- Effective activities can only be developed with the benefit of a deep and sophisticated knowledge of a given market.

In a time of financial restrictions it is increasingly important for Philips College to reduce costs and to generate additional income. In respect of the latter, investment in activity which generates income is a priority since investment in other areas is contingent upon increased revenue.

SWOT Analysis

Strengths

- Strong reputation / academic standing;
- Good student : staff ratio;
- Recruitment of students from a broad spread of countries.
- Highly qualified and committed academic and administrative staff

Weaknesses

- High proportion of international students recruited from just a few markets;
- High cost of programs / lack of provision for scholarships;
- Limited use of new technologies in international student recruitment.

Opportunities

- Continuing growth in demand for international education;
- Potential for growth from, as yet, undeveloped and underdeveloped markets;
- Development of Programs in the Greek language

Threats

- Global or regional economic or political changes;
- New country competitors entering the market;
- Increased investment in recruitment activity by local and international competitors.

Strategy:

- Thorough research of target markets
- Appropriate and effective promotional activities undertaken for the purpose of recruiting international students to Philips College.
- Cooperation and support of influential local agents

Representation and promotion of Philips College in priority countries through:

- Participation in selected educational exhibitions, including those organized by the British Council or private companies as appropriate to market conditions;
- Organizing independent visits to schools, universities and agencies likely to encourage application of suitably qualified students to Philips College, as identified by research;
- Taking part in study abroad fairs at EU institutions and visiting African and Asian universities to support affiliate recruitment;
- Organizing independent education exhibitions and independent visits in collaboration with other Universities; and
- Delivering presentations to the public.

Admission Requirements

Admission of undergraduate courses requires:

(a) graduation from a six-year public or private school of secondary education formally registered by the Ministry of Education, and Culture, Sport and Youth of the Republic of Cyprus or the Ministry of Education, Research and Religious Affairs of the Republic of Greece. In addition, evidence that the applicant is competent in written and spoken Greek or English;

or

(b) a General Certificate of Education with a pass mark in five subjects, including two subjects at Advanced Level and Ordinary Level passes in English Language or an equivalent qualification;

or

(c) a General Certificate of Education with a pass mark in four subjects, including three subjects at Advanced Level and Ordinary Level passes in English Language or an equivalent qualification;

or

(d) successful completion of a College foundation program or an equivalent qualification.

or

(e) graduation from an approved course in an accredited secondary education school of 12 years of education and, in addition, evidence that the applicant is competent in written and spoken Greek or English.

The Selection of Students to be Admitted will be carried out:

(a) based on the overall average of a secondary school of education and evidence of an English language qualification; **or**

(b) based on the G.C.S.E/ G.C.E results of the candidates, **or**

(c) based on the candidate's success in the Foundation course of the Philips College.

Eligible candidates for admission:

(a) graduation from a six-year public or private school of secondary education formally registered by the Ministry of Education, and Culture, Sport and Youth of the Republic of Cyprus or the Ministry of Education, Research and Religious Affairs of the Republic of Greece. In addition, evidence that the applicant is competent in written and spoken Greek or English;

- (b) a General Certificate of Education with a pass mark in five subjects, including two subjects at Advanced Level and Ordinary Level passes in English Language or an equivalent qualification;
or
- (c) a General Certificate of Education with a pass mark in four subjects, including three subjects at Advanced Level and Ordinary Level passes in English Language or an equivalent qualification;
or
- (d) successful completion of a College foundation program or an equivalent qualification.
or
- (e) graduation from an approved course in an accredited secondary education school of 12 years of education and, in addition, evidence that the applicant is competent in written and spoken Greek or English.
or
- (f) the place secured by Cypriot males who have to carry out compulsory military service in the armed forces of the Ministry of Defense of the Republic of Cyprus, will be kept so that they can study at the College in the academic year following completion of their military service.
- (g) those who do not apply for their place to be kept within the specified deadlines, will lose their place.