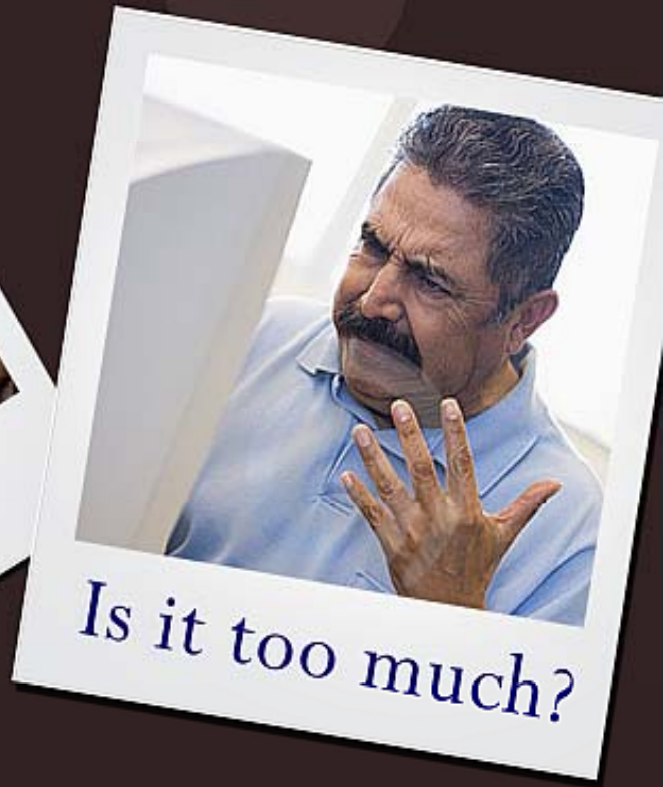


Rethinking International Educational Marketing:

*Lessons learned from remaking
the Ritsumeikan University
English homepage*

Chris Malcolm
Administrative Staff
International Center at Biwako Kusatsu Campus

What are we telling them?...

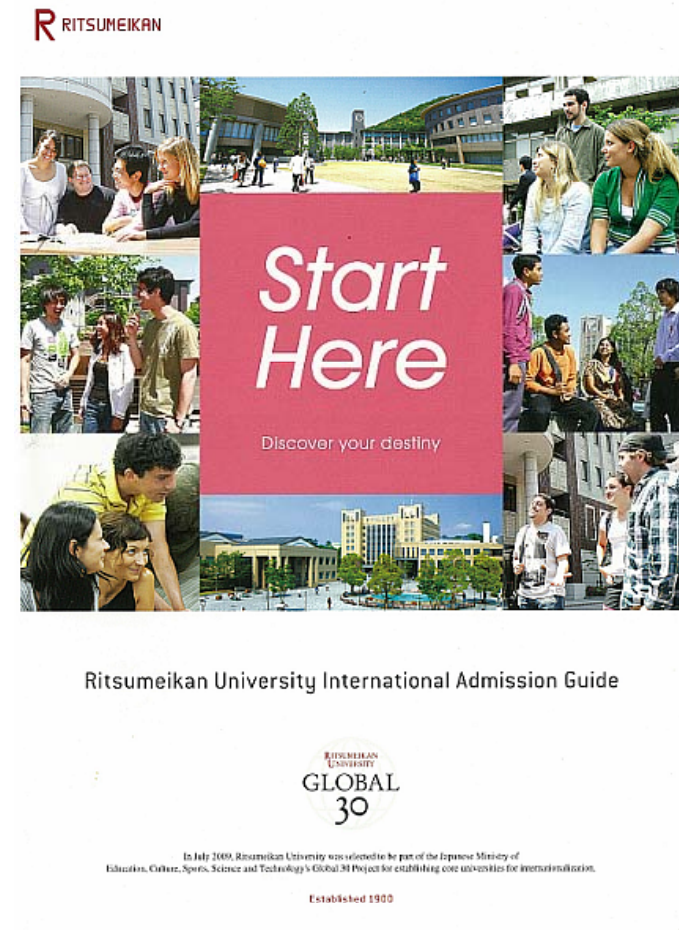


WHAT'S THE POINT?

What is it advertising?

Who is it for?

What are the returns?



IS IT CLEAR?

TOKYO INSTITUTE OF TECHNOLOGY
Outline 2010/2011

Research Programs

Global COE Program

Based on assessments of the "21st Century COE Program," the Global COE (Center of Excellence) Program was established by MEXT in 2007. The program aims to strengthen and enhance the educational and research functions of the graduate schools.

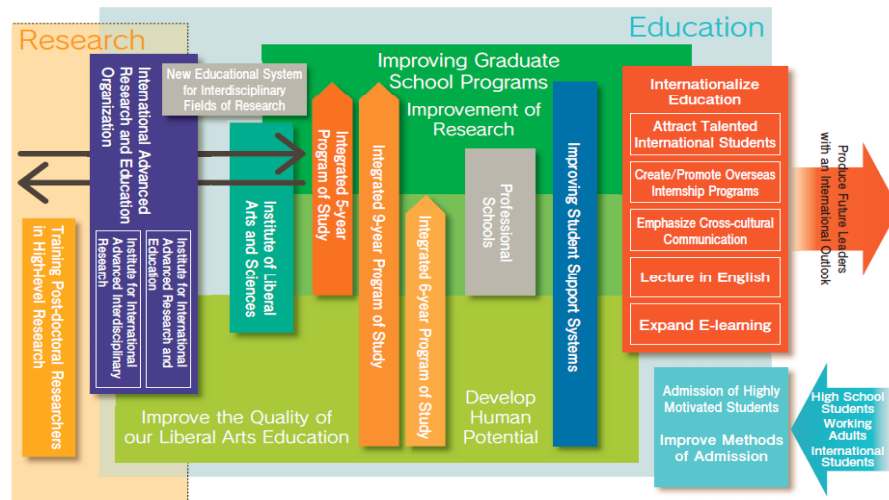
Selected for FY2009 Selected for FY2008 Selected for FY2007

<p>From the Earth to "Earthe": Interdisciplinary study on habitable planets Leader: IGA, Shigeru Professor Graduate School of Science and Engineering</p>	<p>Nanoscience and Quantum Physics Leader: SAITO, Susumu Professor Graduate School of Science and Engineering</p>	<p>International Urban Earthquake Engineering Center for Mitigating Seismic Mega Risk Leader: TOKIMATSU, Kohji Professor Graduate School of Science and Engineering</p>
<p>Multidisciplinary Education and Research Center for Energy Science Leader: HIRAI, Shuichiro Professor Graduate School of Science and Engineering</p>	<p>Evolving Education and Research Center for Spatio-Temporal Biological Network Leader: TOKUNAGA, Makio Professor Graduate School of Bioscience and Biotechnology</p>	<p>Education and Research Center for Material Innovation Leader: TAKEZOE, Hideo Professor Graduate School of Science and Engineering</p>
<p>Education and Research Center for Emergence of New Molecular Chemistry Leader: SUZUKI, Keisuke Professor Graduate School of Science and Engineering</p>	<p>Computationalism as a Foundation of the Solenoid Leader: WATANABE, Osamu Professor Graduate School of Information Science and Engineering</p>	<p>Photonics Integration - Core Electronics Leader: KOYAMA, Fumio Professor Interdisciplinary Graduate School of Science and Engineering</p>

IS IT TOO MUCH? Where do I start?

1 Education

As a "Transmitter of knowledge," we will restructure the system of instruction we use to pass along our store of accumulated wisdom, and as a "Creator of knowledge," we will strive to produce future leaders with a strong liberal arts background, specialized expertise, and an international outlook.



RITSUMEIKAN

Ranked 12th in Japan in International student admissions (Ritsumeikan University)

1,116 international students from 47 countries & regions (students with college student visas as of May 14, 2008 JACSS survey)

Global Stage

APU

Ranked 1st in Japan in International student admissions (APU)

1,644 international students from 49 countries & regions (students with college student visas as of May 14, 2008 JACSS survey)

Global Network

From Ritsumeikan to the World

International Partners (1999-2008)

60 countries & regions, **379 univ.**

90 countries & regions, **500 univ.**

Facilitating Student Mobility (2004-2008)

Expansion of DUD programs

Undergraduate: 4 univ. x 8 univ.

Graduate: 11 univ. x 23 univ.

Expansion of student exchange

15 countries & regions, 162 univ. x 101 participants

40 countries & regions, 162 univ. x 268 participants

Increase in the number of students studying abroad at partner universities

1,517 students

2,000 students

Enhancement of International Educational Programs

Fostering human resources with an international perspective and outstanding foreign language skills capable of playing an active role in global society

- Increase the number of combined classes of international and Japanese students
- Develop a variety of study abroad programs
- Offer extra-curricular courses
- Provide educational support, such as multilingual textbooks

Multicultural Campuses

Develop a variety of programs for international students

- From introductory to advanced level
- From short to long term
- Focus on contents (e.g. historical topics) to state-of-the-art technology

Support for Daily Life

- Enhance scholarships for international students
- Improve the scholarship allocation process for incoming students
- Enhance Japanese language and culture education
- Enhance language support
- Improve the living and counseling system provided by faculty, staff and student organizations
- Establish a career counseling system for English-speaking international students

Financial Support

Learning & Career Support

Expanding the number of English-taught degree courses

An increase from the current 4 graduate courses to 2 undergraduate courses and 9 graduate courses (Total: 11 courses), September admission

2 New Undergraduate Courses To Be Established (1 included per 1 participant)

College of International Studies (2011)

College of Policy Science (2012)

3 New Graduate Courses To Be Established (1 included per 1 participant)

Graduate School of Technology Management (Master's Degree) (2012)

Graduate School of Technology Management (PhD) (2012)

Graduate School of Policy Science (PhD) (2012)

4 Existing English-taught Graduate Courses

Graduate School of Economics (Masters)

Graduate School of International Relations (Masters)

Graduate School of Policy Science (Masters)

Graduate School of Science & Engineering (Masters courses)

Graduate School of Science & Engineering (PhD)

Improve the admission quality assessment system by increasing the number of international students that meet international standards

Strengthen the Education Quality Assurance System

- Build and transparent grade management
- Provide CPE-based incentive style scholarships and develop a greater variety of programs
- Prepare a systematic curriculum and study model
- Provide an Online Syllabus
- Provide grading standards for syllabus and a grade discrepancy review system
- Further develop interactive lessons
- Set the maximum number of credits required for completion and develop a system to keep track of credits

Form an outstanding group of faculty (Faculty Development)

- Recruit internationally to appoint exceptional faculty members
- Continue to support a system of broad-ranging on-site research (R&D) activities that meet international standards

Strengthen administrative staff skills (Staff Development)

- International/Gomestic graduate school study abroad system (pilot acquisition)
- Executive staff training system
- Expand staff training at partner institutions
- Provide a wide variety of language training programs

Less is more.

Goal 1: Transmit Knowledge

Restructure the system of instruction we use to pass along our store of accumulated wisdom

Action Plan

Internationalize Education

- Attract Talented International Students
- Create/Promote Overseas Internship Programs
- Emphasize Cross-cultural Communication
- Lecture in English
- Expand E-learning

Admissions Goals

- Increased Acceptance of High School Students, Working Adults, and International Students
- Admission of Highly Motivated Students
- Improve Methods of Admission

Goal 2: Create Knowledge

Produce future leaders with a strong liberal arts background, specialized expertise, and an international outlook.

Action Plan

Educational Restructuring Goals:

- Improve Graduate School Programs
- Improve Research
- Improve the Quality of Liberal Arts Education
- Develop Human Potential
- Improve Student Support Systems
- Implement Professional Schools
- Implement integrated 5-year, 6-year, and 9- year Programs of Study
- Establish Institute of Liberal Arts and Sciences
- Train Post-Doctoral Researchers in High-level Research
- Establish International Advanced Research and Education Organization
 - > Institute for International Advanced Research and Education
 - > Institute for International Advanced Interdisciplinary Education



Produce future leaders with an international outlook

Goal

Action

- 1 **Enrich the lives of graduates through a deeper connection to UBC, and help the University achieve its vision.**

Create opportunities for alumni to connect intellectually with the University.

Develop volunteer opportunities that are valuable for alumni and the University.

Partner with students and graduates to build highly engaged alumni communities.

- 2 **Increase alumni commitment to UBC through an expansion of opportunities for lifelong engagement.**

Expand University-wide efforts to engage alumni.

Build positive regard for UBC through inspiring events, effective communications and outstanding services.

Build a new Alumni Centre that will serve as a dynamic welcome centre on the Point Grey campus, bringing together all members of the campus community.

How

are we telling them?...



How connected?



How much \$\$\$?



Image?

ARE WE CONNECTED?



facebook

500 million users.

70 languages



You Tube

2 billion views/day

IS IT WORTH THE \$\$\$?

Paper-based



CD/DVD



Digital



The bad:

- Design
- Printing
- Shipping
- Updating
- Availability

- Design
- Printing
- Shipping
- Updating
- DVD player?

- Design
- Compatibility

The good:

- Eye catching
- Easy to read
- No technology required

- Impressive
- Better Visualization

- Easy updates/fixes
- Global reach
- Eye-catching
- No data limit

IMAGE?

Modern?

Coherent?

Reliable?



Who is in charge?...



Specialization



Quality Control



Efficiency

SPECIALIZATION

Devotion

Negotiation

Language

QUALITY CONTROL: Design

Master's Program in Economic Development

- Introduction
- Program Structure
- Online Syllabus
- Graduation Requirement
- Frequently Asked Questions
- Application Information
- Contact Information



International Program for Advanced Industrial Technology (Master's)

- Introduction
- Program Structure
- Online Syllabus
- Frequently Asked Questions
- Application Information
- Contact Information



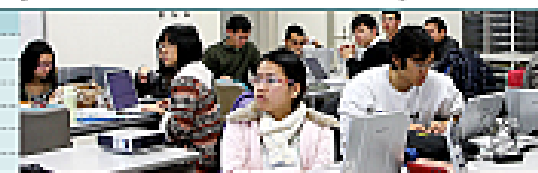
Master's Degree Program on Regional Policy and Planning

- Introduction
- Program Structure
- Application Information



International Program for Advanced Industrial Technology (Doctoral)

- Introduction
- Program Structure
- Online Syllabus
- Frequently Asked Questions
- Application Information
- Contact Information



QUALITY CONTROL: Flow

Example University 1 : Bad

1. Japanese Page
2. English Page
3. For Prospective Students
4. Admissions for International Students
5. Admissions
6. Courses in English
7. International Advanced Degree Program in (___)
8. Advanced Degree Program Top Page

?? But how do I apply ??

9. Return to Advanced Degree Program Top Page
10. Graduate Admissions
11. Master's Program Application Outline
12. General Entrance Exam. Overseas Application
13. Application Guidebook
14. Application Forms

Example University : Good

1. Japanese Page
2. English Page
3. For Prospective Students
4. Admissions for Undergraduate Students
5. Graduate School Homepage Admissions Information
6. Information on Overseas Admissions (15pg PDF)

INEFFICIENCY

Repetition

Amount



Resources

The background of the slide features a sunset sky with a gradient from light orange at the top to a darker orange near the horizon. In the foreground, the dark silhouette of a jagged mountain range is visible against the sky. The text is overlaid on this scene.

What

makes

a GREAT

pamphlet?



DEFINE THE PURPOSE

Recruit people to support your cause.

Advertise a new program or idea.

GET THEIR ATTENTION

Catchphrases

**Provoking
Ideas**



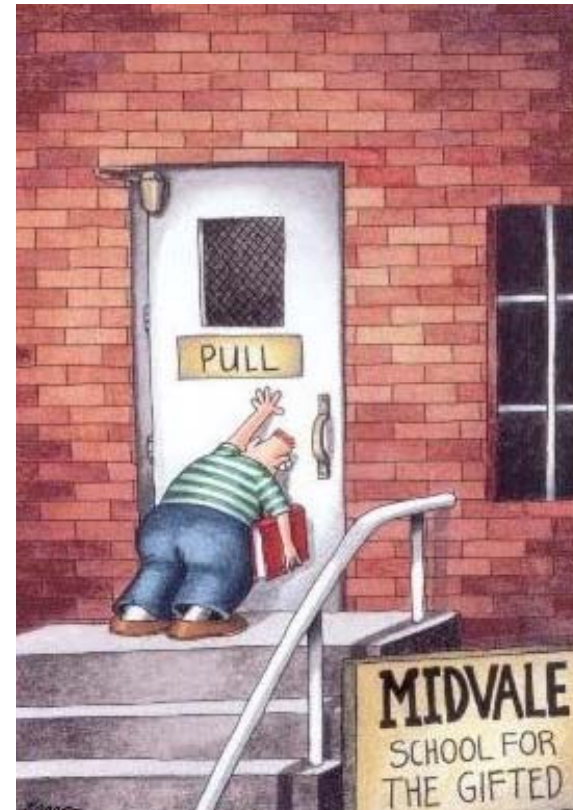
Images and Colours

MAKE IT EASY

**Contact
Information**

Action Plans

No clutter



IMAGES → **TITLES** → **CAPTIONS** → **BODY**

COMMUNICATE CLEARLY

Easy to read font

Guide the reader

Narrow columns

High quality images

Captions as sales pitches

Benefits, not features



“One must try to
leave out the
parts that people
skip”



O Purpose:

-Graduate School Summary

X Communicate Clearly:

-Paragraph style.

-Overwhelming.

X Make it Easy:

-Too much, too small.

-Where do I start?

X Get attention:

-Nothing stands out.

Graduate School Profile

Graduate School of Business Administration

See us website for detailed information on the Graduate School of Business Administration. <http://www.ritsumei.ac.jp/acad/cg/ba/eng/index-j.html>

Fostering business leaders for a new era through practical corporate management education.


Established in 1966, the Graduate School of Business Administration builds upon the undergraduate curriculum to promote education and research on corporate management that follows the educational philosophy of business administration for discovering and creating business.

- 1 For students aspiring to become researchers**
The doctoral degree program of the Graduate School of Business Administration has enhanced its instruction and support system to better assist graduate students who desire to become professionals in research and education in completing their doctoral thesis.
- 2 For students aspiring to work at private corporations**
We offer a well-developed curriculum for students who desire to work at private corporations after graduation from the master's program. The curriculum design focuses on the incorporation of both basic and advanced subject groups, and subject groups related to research methods and training-type instruction to prepare students for the research that will enable them to write their graduation theses.
- 3 Further promoting internationalization**
We are also in the process of preparing curriculum reforms for the global era which will be inaugurated in FY2009. This reformation will enable us to accept more students from Europe and the United States as well as from Asian countries including China through an expansion of subjects taught in English. Curriculum reformation also makes it possible to promote the development of our Dual Master's Degree Program (DMDF), which will enable students to take degrees from Ritsumeikan graduate schools and graduate schools located overseas, and establish an education and research system that equips students with the skills necessary to pursue careers globally in whatever specialty they pursue.
We recommend the Ritsumeikan University Graduate School of Business Administration to students who are interested in corporate management research.

Staff & the Research Themes

Professors	Associate Professors
Shin Ikeda: Modern Statistics and the Establishment of National Entities - Case Studies and Ethnography	Chie Iijima: Systematic and Empirical Studies on Corporate Finance Innovation in Modern Corporations, Distribution Management in Contemporary Japan
Osamu Inada: Studies on Production Technology, Production Management and Labor Management in Modern Manufacturing Corporations	Yoshiyuki Inoue: Multinational Banks in Japan, Analysis of Japanese Financial Institutions, The Structure of the Post-World War Economy
Ayuki Okamoto: Studies on Management Strategy and Accounting Information Systems	Takashi Inoue: Japanese Achievement Oriented Policy and Labor Management Relations
Yoshi Okamoto: Experimental Studies on Decision Processes in Production and Consumption	Kozo Yamazaki: The Political Economy of Industrialization
Masumi Kuroki: Human Resource Strategy in Modern Enterprises, The Theory and Establishment of	Tomo Yamazaki: Comparative Studies on Rationalization and Corporate Management Development in Japan, U.S. and Germany
Hirotaki Kusuda: Studies on Management Strategy and the Organization of Modern Enterprises	Kaname Yamada: Studies on Human Resource and Working of Financial Institutions, Working Management Strategies, Corporate Culture, Corporate Control and Changes
Mitsuo Kikuzaki: Analysis of Various Information Processes and the Resolutions from Members of the Organization	Erno Berndt: The Relationship between International Management and the Location of Multinational Corporations
Hiroyuki Saito: International Comparative Studies on Distribution and Marketing	
Naoyuki Sato: Management Strategy in Value Creation Strategy in the Age of High-tech Innovation	
Hiroyuki Taki: International Comparative Studies on Distribution and Marketing	
Yoshitomo Terada: Social Statistics Studies concerning Statistics, Survey, Social-Action (Social)	
Yoshihiro Terada: The Role of Modern Corporate Structure and Decision Patterns	
Yoshihiro Terada: Studies on Sports Business, combining on Cases Studies	
Ayumu Terada: Chinese Industrial Corporate Competitiveness and Japanese Corporate Strategies for Business Expansion into the Chinese Market	
Osamu Tanihara: On Contemporary Japanese Economic & Management History	
Yoshihiro Terada: Studies on Open Innovation and Organizational Knowledge Chains	
Naoki Nakamura: Multinational Corporations and the South-South Issue, Multinational Corporations and Economic Development, Studies on International Transfer Systems	
Haruhiko Nakamura: Studies on Consumer Participation Type New Product Development	
Shinji Nakamura: Historical Transformations of Enterprise Systems	
Yoshihiro Terada: Theoretical Analysis of the Money-Crisis Phenomena in Modern Financial and Securities Markets	
Toshiro Iijima: Comparative Studies on the Innovation of Technology - Discussion for Mutual Negotiation between Science and Technology	
Toshihiro Matsui: Studies on the Substituting System of Major Industries and the Relationship among Corporations in Japan International Comparative Studies	

05



REQUESTS

1. Continued Move to Online Media

2. Quality Control of Marketing Materials
through centralized management

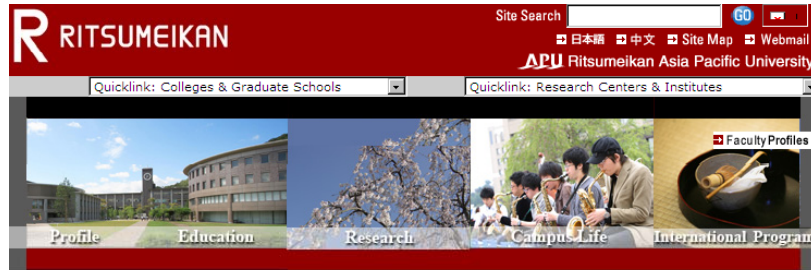
Benefits of moving to online media

- Modern Image
- Cost effectiveness
- Worldwide access
- Stable location for information
- Unlimited quantity

Benefits of a Quality Control System

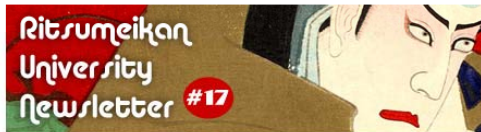
- Standardization → Image ↑, easy of use ↑
- Fewer Errors → Image/reputation ↑
- Specialization → efficiency ↑ savings ↑

OUT WITH THE OLD...



Notices

- (7/31/09) [Notices Related to Influenza A \(H1N1\)](#)
- (5/8/09) [Call for Applications: UNESCO Chair Program on ITC 2009](#)
- (2/20/09) [Posted 2009 Joint Japan/World Bank Graduate Scholarship Program Application Guidelines](#)
- (2/17/09) [Updated IPAIT Eligibility & Application](#)
- (1/14/09) [Updated Application Guidelines \(IPPAN\), \(PGP\) 2009](#)
- [Revised Class Schedule in Case of Weather Emergency](#)



- (9/14) [Electronically Monitoring Life Drive: Prof. Shimakawa Hiromitsu](#)
- (9/10) [Bringing a Sense of "Home" to Hospitals: Yamada Asuka](#)
- (8/3) [In Search of New Life: Prof. Imanaka Tadayuki](#)

- [News Archives](#)
- [Newsletter Archives](#)
- [In the Spotlight Archives](#)
- [Rs Be Archives](#)
- [Ambitious Archives](#)
- [Faculty Links](#)

News in Focus



(10/15) [IB Education Fair Held at Ritsumeikan Uji Jr. and Sr. High School](#)



Updated: (9/9/09)

Employment Opportunities



IN WITH THE NEW.



News & Notices

News Archive

Events

Events Archive

- February 15, 2011 [NOTICE] Call for UNESCO Chair Program on Cultural Heritage and Risk Management International Training Course on Disaster Risk Management of Cultural Heritage 2011
- February 14, 2011 School of Law Holds the Kyoto Seminar 2010
- February 10, 2011 [NOTICE] 2011 Application Information Available for Self-financed Students of Graduate Programs in Science and Engineering, and Economics
- February 10, 2011 Ritsumeikan Winter Japanese Program Students Explore Japanese Culture
- February 8, 2011 Former UN Under-Secretary-General Akashi Yasushi Teaches Graduate Students

- February 21, 2011 "New Directions in English Language Teaching: Insights from Research and Practice"
- January 29, 2011 Human Body Motion Analysis with Motion Capture
- January 28, 2011 Wilhelm von Humboldt and the World of Languages
- January 14, 2011 Towards New Peace Studies (International Symposium)
- January 8, 2011 Democracy and Globalization

Global 30



Degree Programs in English



Intensive Japanese Language Studies



Ritsumeikan University Newsletter



Media Library of Ritsumeikan University



About SKP

- Program Outline
- Fields of Interest
- Curriculum
- Intensive Japanese Language Train (JLJ)
- Japan and Osaka Universities Train (JLJ)
- Business Train (BT)
- Traditional Arts

Applying to SKP

- How to Apply
- Eligibility
- Tuition & Expenses
- Exchange
- Intercampus Credits

Student Life

- Accommodation
- Student Life Activities
- Community and Partnerships
- Health Insurance
- Health Care
- Health Services
- Contact Us



Hits.....and a few misses

“I saw a lot of websites in my search for a short-term program in Japan and few websites are comparable to yours in clarity and usability. My sincere compliments.”

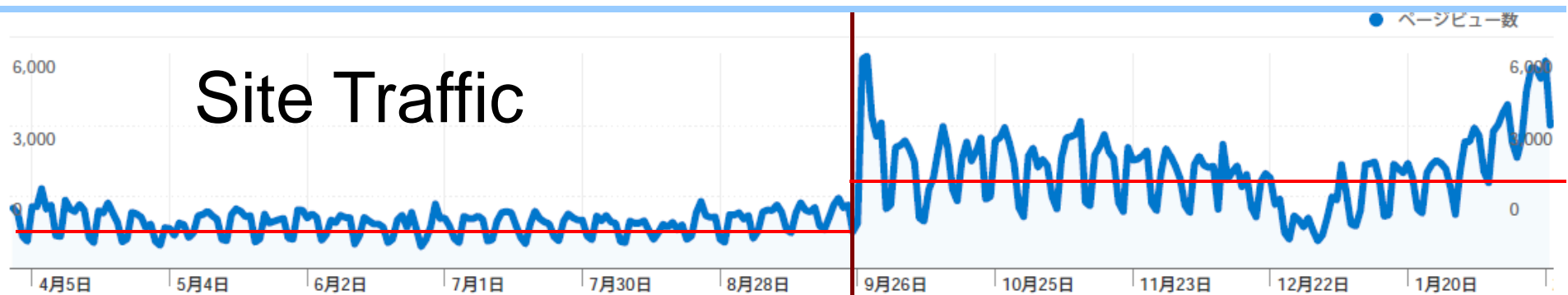
2011 SKP Applicant
Netherlands

“The only confusing thing: Each of the main pages has its own structure. This makes orientation a little bit difficult - at least for me; but at 49 years old I am not a "digital native" but a "digital immigrant“

Intercultural Program Coordinator
University of Tuebingen

“It is now easy to get an overview of the different programs, requirements, syllabi, housing etc. This is exactly the information that our students ask for. It looks very appealing to study at RU.”

Head of Asian Affairs
Linnaeus University



A question for later...

How do promotional
materials differ across
cultures?

Thank you very much!