

D1.7

Promotional materials package. Ed.2

LEAD BENEFICIARY: KU

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1- OBJECTIVES

Centralised marketing and communication campaign 2024-2025

2 intakes achievements: 461 final applications from over 50 countries

Objectives for 2024 – 2025 campaigns (2 intakes)

1. Increase the applicants and enrolments from:

- Programme countries: at least 90 applications and 25 enrolments
- Non-programme countries: at least 500 applications and 40 enrolments
 - IPA countries: at least 8 applications and 4 enrolments
 - NDICI countries: at least 350 applications and 20 enrolments

2. To maximise visibility in study portals: get at least 10 enrolments with full or partial study fees.

3. To maximise the communication through student ambassadors and alumni.



2- CHANNELS & ACTIVITIES

Channels

1. Local university websites
2. Local university social media
3. Local university mailing
4. EU-CONEXUS social media
5. EU-CONEXUS website
6. Study portals
7. International study fairs
8. Student Board network
9. Student Ambassadors
10. Erasmus Mundus Catalogue
11. Erasmus Mundus Students and Alumni Association (EMA)

Actions

1. Public visibility in local university website
2. Local university social media
3. Mailing in local university
4. Posting in EU-CONEXUS social Media
5. Public visibility in EU-CONEXUS website
6. Review portal information
7. Recruitment in fairs
8. Student Ambassadors - material and tasks
9. Social media Ad campaign 2nd round
10. Welcome Kit for partner: brochure and goodies
11. Webinars
12. Specific action for potential students



3- CALENDAR

University in charge	Action	Type	Target	Date for 2024 intake	Date for 2025 intake
All	Website	Digital	All	1 December 23	1 December 24
All	Social media	Digital	Students	13 December 23	December 24
All	Internal mailing	Digital	Students	15 January 24	January 25
EU-CONEXUS	Website	Digital	All	1 December 23	1 December 24
EU-CONEXUS	Social Media	Digital	Students	1 December 23	1 December 24
UCV/KU	Review portals	Digital	Students	22 November 23	September 24
UCV/KU	Recruitment fairs material	Booth	All	22 November 23	October 24
UCV/UNIZD/KU	Student ambassador	Digital	All	27 November 23	September 24
UCV/KU	Ad campaign	Digital	Students	1 February 24	1 February 25
UCV/KU	Webinar	Digital	Applicants	11 January 24	January 25



4 – NEW MATERIAL TOOLKIT

1. Visual

New visual (2024-2025)



Old visual (2022-2023)



4 – NEW MATERIAL TOOLKIT

2. Social media



Joint Master Programme in Marine Biotechnology

Erasmus Mundus grants available



Key messages:

LEARN FROM THE BEST: Enroll and be inspired by our team of specialist, participate in cutting edge research in blue biotechnology. Scholarships available!

INTERNATIONAL STUDY CAMPUS: This Master gives the student multiple travel options within the alliance: experiment at least three different countries culture and lifestyles and enjoy a range of social and sporting activities within all the university campus.

SCHOLARSHIPS AND GRANTS: This Master has Erasmus Mundus scholarships for excellent academic profiles who need financial support.



4 – NEW MATERIAL TOOLKIT

3. Social media add campaign



Key messages:

Joint Master Programme in Marine Biotechnology scholarships are available. Apply!

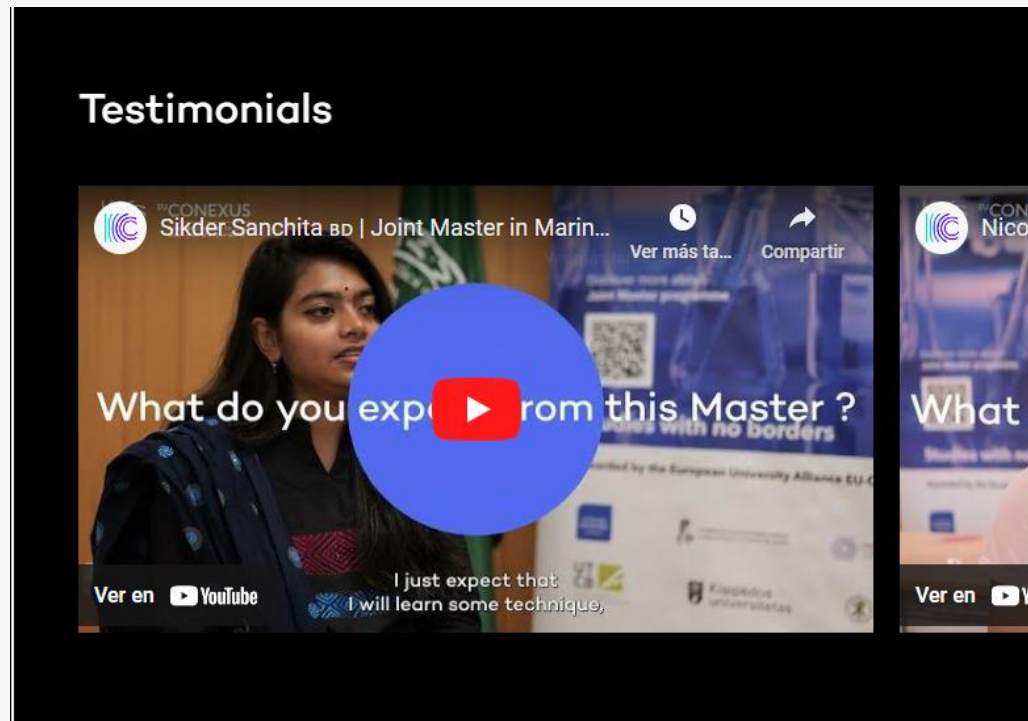
Study Marine Biotechnology in Europe: get your grants to join our European University.

Erasmus Mundus grants to study Marine Biotechnology at EU-CONEXUS are available: Apply now!



4 – NEW MATERIAL TOOLKIT

4. Video Testimonials



It was chosen to accompany the “catch attention” video (<https://youtu.be/W4dFDFmDoUQ>) with testimonial videos to strengthen applicants’ decision.

5 video testimonials from students enrolled in the Master:

- Sikder Sanchita <https://www.youtube.com/watch?v=hQGklkkO19E>
- Nicola di Simone https://www.youtube.com/watch?v=1-U05jYT8_E
- Katie Hensler <https://www.youtube.com/watch?v=S0z5R1Sy-i4&t=64s>
- Sergio Acebo <https://www.youtube.com/watch?v=wxjagnDqSGs>
- Mix testimonials video, reel version https://www.instagram.com/reel/Co6q2F7gkkk/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==



4 – NEW MATERIAL TOOLKIT

5. Updates on website

Contacts

Select a topic *

Questions about admission	▲
Questions about admission	
Complains/suggestions	Press to select

Email *

Your question *

Agreement *

☐ You have read and accept the [privacy policy](#).

SUBMIT

1. Suggestions mailbox
2. Industry partners section

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Industry Partners




4 – NEW MATERIAL TOOLKIT

5. Updates on website


Our team



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[<](#) [>](#)

3. Our Team section: teachers

4. New structure drop-down

Year 2

SEMESTER 3

Mobility 4

Track 1 Innovative Bioproducts for Future

[Locations:](#) AUA | LRUniv | UCV

Track 2 Blue Biomass

[Locations:](#) AUA | KU | UCV

Track 3 Marine Biorefinery

[Locations:](#) AUA | LRUniv | UCV | UTCB

Track 4 Aquaculture Biotechnology

[Locations:](#) AUA | KU | UCV | UNIZD



4 – NEW MATERIAL TOOLKIT

6. Student Ambassadors

Enrolled students that will post about the Master during the open calls:

1. Khadijat Adefaye (Nigeria)
2. Wasiu Olawale Adu (Nigeria)
3. Abdelrahman Hassanin (Egypt)

https://www.instagram.com/reel/Cyg52fQI4cf/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFlZA==



Students Ambassador

#EUROPEANUNIVERSITIES



4 – NEW MATERIAL TOOLKIT

7. Brochure & poster

The brochure is annually updated with new dates, and this year (2023) it is also updated with the new EC logo and visual.



4 – NEW MATERIAL TOOLKIT

8. Lab coats

New laboratory coats with the name of the master programme and EU-CONEXUS logos. This lab coat was giving to all the students enrolled in the year 23-24.

