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CCG Background

Company founded in 1999

Focus on Higher and Further Education

Delivers services to Universities, Government and Private Sector

We work with around 40 UK universities

Deliver strategic international business and partnership development services- with a commercial focus.

We focus on regions and countries that we believe have high potential for UK universities, but where they may lack expertise and representation.(Europe, CIS, USA, Canada- and developing activity in Brazil, Mexico and South Africa)



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MSM: Global Recruitment

- MSM is best known for its global and Regional offices:
 - Create brand awareness for the Institution and their programmes
 - Build, train and develop the Institution's network of recruitment agents
 - Facilitate lead generation and enquiries' management
 - Support the Institution through the recruitment funnel (from lead generation to registration)
 - Support agents, students and parents (from application to pre-departure)
- ▶ **Increase international student enrolment for our clients.**



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The Scale of UK Trans-National Education (TNE)

- **707,900** students were on UK HE TNE programmes in 2016/17
- **85%** of UK Universities (**137 out of 162**) involved in some form of TNE
- Excluding the University of London, the Open University and Oxford Brookes: **325,770** students enrolled on UK HE TNE
- Host Regions: Asia (49%), Africa (23%), EU (11%), ME (10%), non-EU (3%)
- Top Host Countries: **Malaysia, China, Singapore, Hong Kong, Egypt**
- Pull & Push Factors: More partnerships and students expected in future



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TNE: Motivations/Opportunities

Government Policy: Enhancing the quality of HE provision

Capacity building

Access and exposure to different HE culture, teaching philosophies, practices and resources

Brand building and increased international opportunities for student and staff

Increased recruitment

Widening participation

Increased global reach

Brand visibility

Additional opportunities for students and staff

Additional revenue streams

Key Success Factors



- Alignment of values, vision and purpose
- Commitment and engagement at senior levels
- Strong academic relationships
- Cooperation between respective international and marketing teams:
 - Mutual understanding of the institutional cultures and value of the partnership
 - Building on the reputation of the UK HE sector and on reputation of the UK partner
 - Emphasising the global opportunities created by the partnership
 - Sharing of intelligence and resources
 - Integrated plans and coordinated activities



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The Reality!!!!



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Responsibility on the Partner: Develop own Core Competences and Assets

- Invest in building relationship with UK partner's marketing team
- Identify, adopt and adapt good practices
- Share strategies and plans
- Invest in own marketing capabilities and activities



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Global recruitment

- Create brand awareness for the Institution and the partnership
- Build, train and develop a network of recruitment agents
- Build relationships with key stakeholders in key markets
- Presentations, workshops, education fairs, and visits
- Resources and processes to generate leads and convert these
- Supporting agents, students and parents (from application to pre-departure)
- Hire the right people and train them well!!!



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Closing Observations

- Much emphasis is put on building business case
- Energies put primarily into validation and approval processes
- Considerations of marketing capabilities (and budgets) are often considered last and often too late