

Thank you for your interest in developing and leading a study abroad experience! International academic experiences provide students with opportunities to learn more about the world, their disciplines, and themselves. Stetson is committed to providing quality programs for our students. This manual is intended to provide you with the tools and resources you need to market your faculty-led study abroad program in all of its varied aspects.

Personal experience, enthusiasm, and expertise about the program are your strongest marketing tools.

Faculty directors work with the WORLD Center on the following:

1. Announcement on WORLD's study abroad website
2. Creating the promotional materials for WORLD
3. Information meetings and classroom visits
4. Study Abroad Fairs and other similar events
5. Targeted academic department presentations
6. Presentation to discipline-specific groups
7. Presentations to relevant student groups on campus



Helpful Links

stetson.edu/world

stetson.edu/university-marketing

stetson.edu/administration/vibrancy/resources/advertising-on-campus

stetson.edu/portal/announce/instructions

Acknowledgments

Canton State University

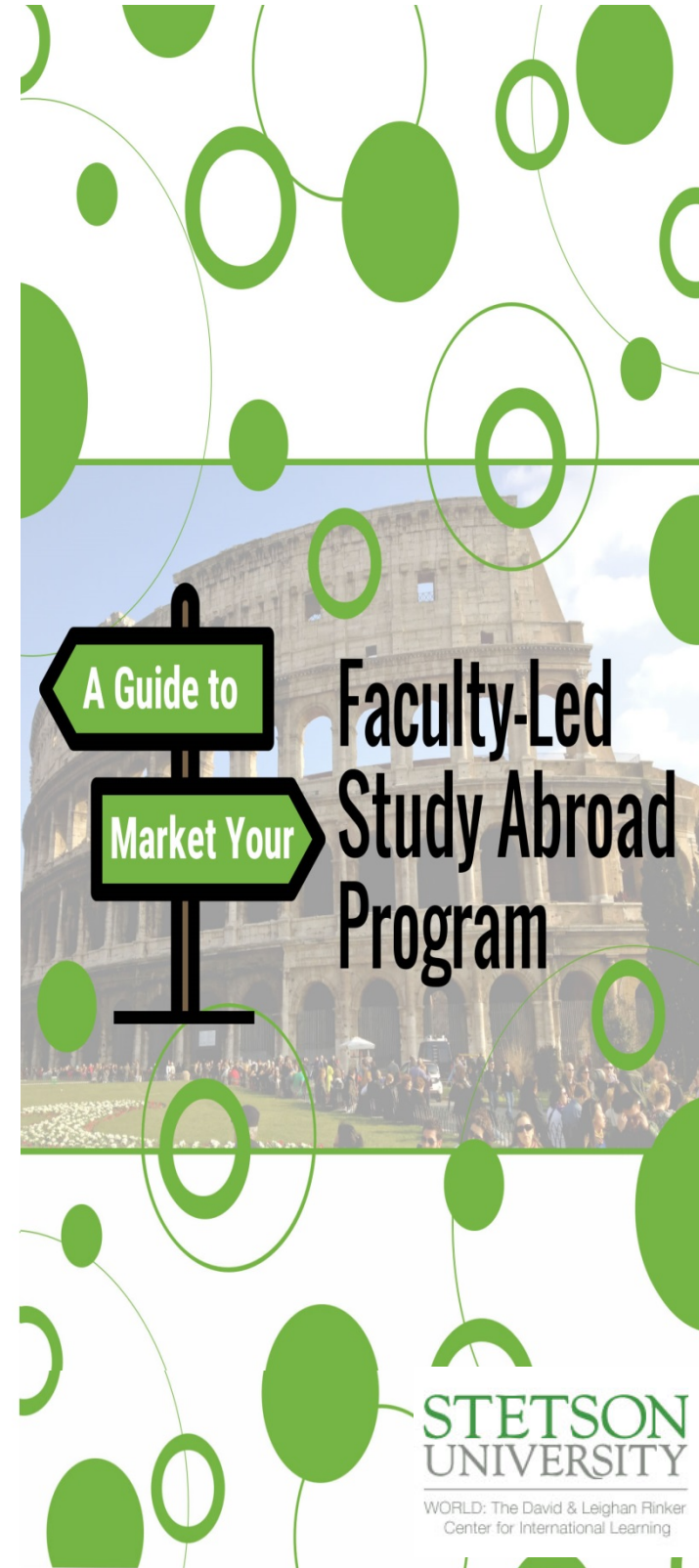
New Paltz State University of New York

University of Wisconsin-Eau Claire

West Virginia University

WORLD: The David and Leighan Rinker Center for International Learning

**635 N. Bert Fish Drive
DeLand, FL 32723
Phone: (386) 822-8165
world@stetson.edu**





HOLD INFORMATION SESSIONS

Information/recruitment sessions help students understand the basics of the trip by answering who, what, where, when, how, finance, and course questions. Host them at WORLD, in res halls, in your department, etc. Remember, advertising these meetings is just as important as advertising the program itself! Put it on the Stetson calendar!

TRUTH IN ADVERTISING

When speaking with students or colleagues about the program, remember that they may have no idea what the program site, the study facilities, the additional activities, and the living arrangements will be like. Describe these features in positive, but accurate terms.

FLYERS/POSTERS

The WORLD Center will work with you to create attractive and informational materials for your program!

WORLD EVENTS TO MARKET YOUR PROGRAM

GLOBAL CITIZENSHIP FAIR

A bi-annual fair promoting study abroad, internship and volunteer opportunities. Contact WORLD for upcoming dates and times.

ADMISSIONS EVENTS

Although admissions events are for prospective students, marketing your program is a great way for them to see what opportunities they can have here at Stetson. If you repeat your program every year or two, you never know, they may be your future students!

INTERNATIONAL EDUCATION WEEK

This week is a national celebration of international education endeavors. Stetson plans a variety of different events throughout this week. It would be the perfect time to host an info session about your program!

STUDY ABROAD 101

We provide general info sessions for any student interested in going abroad. You're more than welcome to attend and promote your program. Contact WORLD for specific dates and times.

TO BE ANNOUNCED

If you would like to receive updates about future events happening through WORLD, email us! Our events are great recruitment tools!

BANNERS

Have a banner promoting your program? Request banner space and hang it outside of the CUB!

HOUSING AND RES LIFE

Students quite obviously spend a lot of time in their residence halls and dorms. Get in touch with Housing and Residential Life so RAs can post your flyers and promotional materials in the res halls, or organize an info session!

DIGITAL BILLBOARDS

Advertise in the CUB and the LBC by posting your ad to Stetson's TVs! These screens are visible in the coffee shop, the Commons, the Hat Rack, and around the business center. They are a great way to promote your program while saving paper!

