

INTERNATIONAL DATA PACK

Refine your international **recruitment strategy** with unique insight on application trends.



Overview

As the single biggest growth area in UK higher education, having a strong, proactive international recruitment strategy is more critical than ever.

Our international data pack optimises UCAS' engagement with 60% of the international market, to deliver unparalleled levels of insight into student behaviour, and key trends in the sector.

Gain insight on:

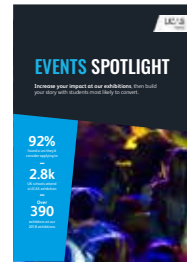
- where international students come from – including established, growing, and emerging markets
- where international applicants go – identifying geographical and subject trends, both from a sector perspective, and bespoke to your organisation
- how international applicants behave – examining key countries in-depth, and assessing route-to-access
- the current position of the international market – analysing trends to the most recent deadline
- your current reach into that market – we'll highlight your current strengths, and areas for potential recruitment growth

What do you get?

You'll receive a set of CSV outputs, with a fully visualised slide deck. A comprehensive narrative will explain our findings, and deliver an easy to action insight report, which also highlights where challenges might be faced.

This insight can then be used to identify new or inform current international strategy by key countries, demographics, and subjects, and to define the segments for marketing recruitment with UCAS Media and beyond.

Interested in finding out more?
Call 01242 544 645 or email
eventssales@ucas.ac.uk.



We have a solution for any challenge. Take a look at our other insight-driven products on ucasmedia.com.

Why UCAS Media

If you need a partner that can support your recruitment strategy with data-driven insight, speak to UCAS Media. We're in the perfect position to support universities and colleges that want to understand more about what they can do to improve or refocus their recruitment.

UCAS Media Limited is a wholly owned subsidiary of UCAS. By working with us, you'll be directly supporting today's and tomorrow's students, because we gift aid our profits back to UCAS, the charity. This reduces the cost of admissions services for students, and higher education providers alike.

PRICING

A single visualised report, with CSV outputs, delivered by email.

£7,500
+VAT