

METROPOLIA UNIVERSITY OF APPLIED SCIENCES

Scholarships as a branding tool in international student recruitment

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Long and proven history of creating brand impact with scholarships

[The Rhodes Scholarship](#), established by Cecil John Rhodes in 1902 laid the foundation for scholarships — one of the most famous and prestigious international scholarships ever created!

It enables outstanding young people from around the world to undertake full-time postgraduate study at the University of Oxford (tuition fees and living costs paid).

- a competitive selection process based on their academic achievements and an interview process
- pioneer of international scholarships to help students bridge not only their education but also their cultural understanding
- ROI after graduation: 'Rhodes scholar' status - an impressive track record with 7500 scholars.





Broadcast your brand values through your institutional scholarship

Your scholarship model tells your brand story and helps creating a positive brand perception.



Building Brand Recognition through Scholarship

Why?

Scholarships are a way to introduce your brand or service to build awareness and trust with students and their families.

An attractive scholarship engages prospects to your brand.

Scholarships can play a vital role in the decision making. Students and parents are looking for scholarships year-round – it represents important financial aid for paying tuition fees or other costs.

How?

Craft a powerful narrative about your scholarship and connect with your target group through various marketing channels.

Target in building long-term relationship with your prospects.





Metropolia's Scholarship System for non-EU/EEA students

Metropolia grants a scholarship of 3000€ based on Finnish language level test (National Certificates of Language Proficiency, YKI) completed during the academic year.

The student can only receive one scholarship per academic year.

The grant scheme applies to both Bachelor's and Master's degree programmes.

We offer S2 Finnish language classes for students during their degree studies.



Our key message is: **We recruit future talents to Finland.**

- Focuses on attracting international talents to study, work and live in Finland. Emphasizes our aim for making a **stronger impact for the benefit of Finnish society**. Supports the goal of Talent Boost Finland program.
- Reinforces Metropolia brand to eventually attract the top talents we need. **Aligns well with our brand message**: “Expertise and Insight for the Future” and **Metropolia’s strategy 2021 - 2030**: A bold reformer of expertise and an active builder of sustainable future.
- Communicates a commitment to prospective students: **“We care about your future and career possibilities”**. Gives us competitive edge - keeps our brand on the front of prospects’ minds.
- The scholarship is an **investment on our student’s future** – we engage and encourage to integrate into Finnish society. Integration and transition to work is already done by supporting the completion of students' internships in Finnish-speaking work environments and is being further developed.





How do we at Metropolia promote the Scholarship

- Student ambassador program – we let the ambassadors get creative and do storytelling!
- Digital marketing and networks: i.e. webinars, agent network, social media, marketing portals, Unibuddy chat as promoting channels.
- We highlight the opportunities after graduation (student's ROI):
 - employment possibilities in Finland
 - increased earning potential
 - career advancement and lifelong learning
 - the ability to make a difference in their industry.
- 'Welcome to Finland' event for new international students – engage to Finnish language lessons and encourage to apply for scholarship



Useful tips while planning and marketing a scholarship

- Scholarships are a core part of your institution's comprehensive strategy - have a clear strategy that defines **prospect's return on investment**.
- **Promote the scholarship** – plan carefully the marketing channels – **encourage** to apply for scholarships - **engage** prospects early to your brand.
- **Think how to measure** your scholarship's return on investment (possible time lag).
- **Spread the word and 'celebrate'** – create ambassador stories about scholarship receivers and their study and career path to attract future prospects.

Thank you!

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