



Transilvania
University
of Brasov



Universitatea
Transilvania
din Braşov
FACULTATEA DE SOCIOLOGIE
ŞI COMUNICARE

CASE STUDY: MASTER DEGREE IN COMMUNICATION

Authors:

Professor Claudiu COMAN, Phd

Lecturer Florin NECHITA, Phd

Master student: Maria Cristina BULARCA

Attendees:

Professor Claudiu COMAN, Phd

Master student: Maria Cristina BULARCA



Introduction

Online

Master program



Core motivation

Aim of the research

Structure

1. Theoretical aspects: brand, university branding, online promotion channels and strategies



2. Methodology



3. Results

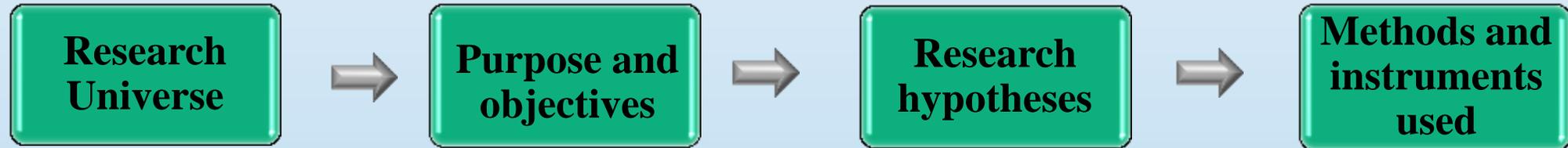


4. Discussion: Online promotion procedure



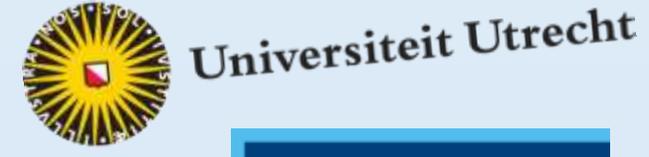
5. Conclusions

Methodology



- *The Times Higher Education: Best universities in Europe ranking*
 - Analysis of the first 20 universities
 - Analysis of 5 universities with lower positions

Universities analyzed



UNIVERSITY OF AMSTERDAM



The University of Manchester
Alliance Manchester Business School



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE



LUND
UNIVERSITY



Aim and objectives of the research

Aim of the research



➤ Identifying the online promotion strategies of the best ranked European universities that offer master's programs in communication in order to create an online promotion procedure for Transilvania University of Brasov

Aim and objectives of the research

Objectives:



- Identifying the key elements highlighted on each university's website
- Identifying universities that use promotion strategies based on social media networks
- Identifying the best master programs in communication offered by European Universities
- Identifying aspects of online promotion of the universities that may require improvements

Research hypotheses

European universities with master's programs in communication:

- Promote online both their activity and study programs, using multiple platforms
- Register a greater promotion activity during the admission period,
- Combine within the same program the field of communication with other domains

Offer:

- The possibility of applying to a program even before obtaining the degree from the Bachelor's examination
- Real time assistance on their websites
- Information about career possibilities, campus and other options of accommodation.

Methods and instruments used

Content analysis



**Content analysis
grid**

➤ Analysis of the universities with lower positions in the ranking

Categories:	Th. Bata Univ.	Sofia Univ.	Vilnius Univ.	Pablo de Olavide Univ	Univ. Seville	UnitBv.
1. Contact information	✓	✓	✓	✓	✓	✓
2. Social Media instruments	✓	✓	✓	✓	✓	✓
3. Information about employees	✓	✓	✓	✓	✓	✓
4. Information about study programs	✓	✓	✓	✓	✓	✓
5. Information about career options	✓	X	✓	✓	✓	✓
6. Facebook Page	✓	X	✓	✓	✓	✓
7. Twitter page	✓	X	✓	✓	✓	X
8. Information about admission	✓	✓	✓	✓	✓	✓
9. Admission information on Facebook	X	X	✓	X	X	✓
10. Admission calendar	X	X	X	X	X	✓
11. Necessary documents description	✓	✓	✓	X	✓	✓
12. Ways of equating grades	X	X	X	X	X	X
13. Real time assistance	X	X	X	X	X	X
14. Information about history	✓	✓	✓	X	✓	✓
15. Information about campus	✓	✓	✓	✓	✓	✓
16. Off campus accommodation info.	X	X	X	X	X	X
17. International mobilities	✓	✓	✓	✓	✓	✓
18. Internships	✓	✓	✓	✓	✓	✓
19. Information about open days	X	X	X	X	X	X
20. Research projects	✓	✓	✓	✓	✓	✓
21. Slogan information	✓	X	X	X	X	✓
22. Video posts on Facebook	✓	X	✓	✓	✓	✓
23. Posts with photos	✓	X	✓	✓	✓	✓
24. Video testimonials	✓	X	X	X	X	X
25. Promotional video	✓	✓	✓	✓	✓	✓
26. Taxes information	✓	✓	✓	✓	✓	✓
27. Competitions	X	X	✓	✓	✓	✓
28. City lifestyle information	✓	✓	✓	✓	✓	X
29. News and announcements	✓	✓	✓	✓	✓	✓

Results

According to the analysis of the 20 universities analyzed

- Fully comply with 14 criteria out of the 29 established criteria
- Combine communication with other domains such as: politics, strategy, culture, environment
- Allow students to register to the programs before taking their Bachelor's degree
- Do not offer information about ways of equating grades
- Use multiple online platforms and integrate social media tools ➡ Integrated promotion
ex. University of Amsterdam

Only:

- 2 of them offer detailed information about the admission process on Facebook: Lund University, Free University of Berlin
- 11 offer information about admission calendar,
- 9 offer real time assistance on their website:
example: University of Glasgow
- five of them use video testimonials:
London School of Economics and Political Sciences, King's College London, University of Manchester, University of Birmingham, University of Copenhagen

Results

According to the analysis of the universities with lower positions in the ranking

Similar to the 20 universities

- Offer information about: campus, taxes, news, international mobilities, events, research projects, admission process
- Do not offer information about ways of equating grades
- Use multiple online platforms
 - ➔ Integrated promotion

Contrary to the 20 universities

- None of them offer information about:
 - Off- campus accommodation
 - Admission calendar
- None of them offer real time assistance on their website

Transilvania University of Brasov



- Located in Brasov, Romania
- Rank 6 in the Top state universities in Romania (UniRanks, 2020)

<https://www.unitbv.ro/en/>

Transilvania University of Brasov



„Learn to be central”

- It is “the largest university in the Center Region” of Romania
- Through its visual identity it encourages students to have the courage to stand out and get out of their comfort zone

Transilvania University of Brasov



➤ Vast educational offer:

18 faculties

100 undergraduate programs

74 master's degree programs

18 PhD fields

Online promotion procedure



Transilvania University of Brasov

Does not offer online

- Real time assistance on its website
- Information about off-campus accommodation
- Information about open days
- Information about city lifestyle
- Ways of equating grades
- Video testimonials
- Updated Twitter account

Missing element/ element that can be improved	Recommendations
1. Real time assistance	1. To offer real time assistance on its website
2. Information about open days	2. Integrate information about open days or a virtual tur of the university
3. Off campus accommodation	3. To offer information about accommodation alternatives, in order to support students who do not receive a place of accommodation on campus
4. Video Testimonials	4. To integrate on its website video testimonials from students or former students, in order to increase the level of trust in the activities carried out by the university
5. Fully study program description on the same page	5. Description of the study program: fee, admission schedule and career directions on the same page of its website
6. Updated twitter account	6. Updating the Twitter page, in order to gain greater visibility among international students
7. Information about city lifestyle	7. Provide information on lifestyle in Brasov: rent cost, cost of living / month, opportunities, entertainment
8. Campus map	8. Online presentation of a map with points of interest within the campus area

1. Provide real time assistance



CHAT TO OUR STUDENTS



Buddies



Blog



Inbox



Sign Up

Buddies

POWERED BY unibuddy

Since July 2018, 9743 questions have been answered by our students.

Levels

Area Of Study

Countries



Danielle

History & Sociology [MA]

Chat with Danielle

I COME FROM

Gretna Green, Gretna, UK

PREVIOUS STUDIES

National 5 Scottish Higher and Advanced Higher

ABOUT ME



Allan

Civil Engineering [MEng/BEng]

Chat with Allan

I COME FROM

Kampala, Uganda

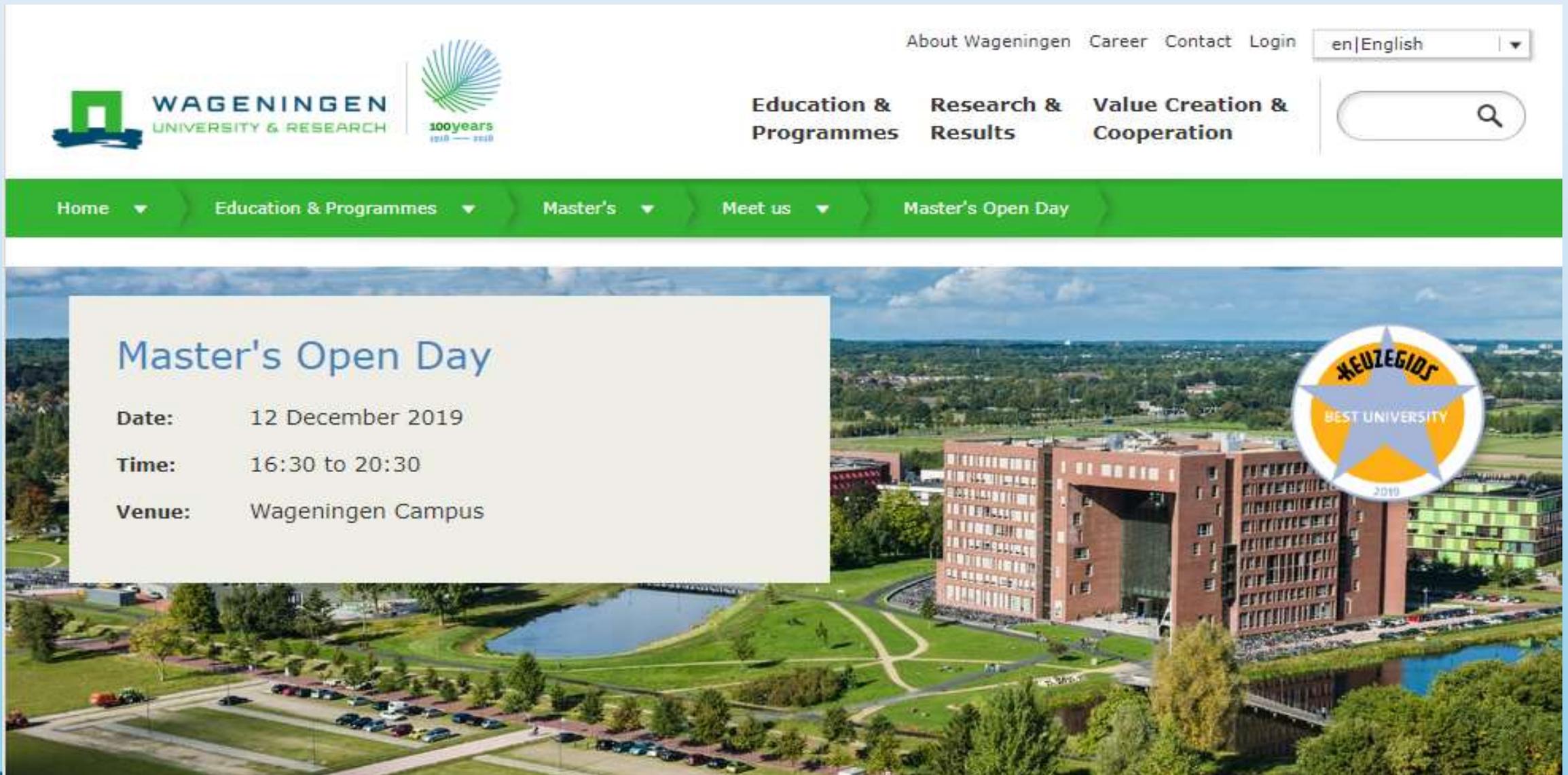
PREVIOUS STUDIES

Advanced Certificate of Education

ABOUT ME



2. Provide information about open days



The image shows a screenshot of the Wageningen University & Research website. The header includes the university logo, navigation links for 'About Wageningen', 'Career', 'Contact', and 'Login', and a language dropdown menu set to 'en|English'. Below the header is a green navigation bar with the following menu items: 'Home', 'Education & Programmes', 'Master's', 'Meet us', and 'Master's Open Day'. The main content area features a large background image of the Wageningen Campus, a large brick building complex with a central courtyard and a pond. Overlaid on this image is a white box containing the following information:

Master's Open Day

Date: 12 December 2019
Time: 16:30 to 20:30
Venue: Wageningen Campus

In the top right corner of the main content area, there is a circular badge with a yellow star and the text 'KEUZEGIDS BEST UNIVERSITY 2019'.

3. Provide information about off-campus accommodation alternatives

https://studies.ku.dk/masters/living-in-copenhagen/finding-housing/

- 🔗 Programmes A-Z
- 🔗 Areas of interest
- 🔗 Application and admission
- 🔗 Tuition fees and scholarships
- 🔗 Studying at UCPH
- 🔗 Living in Copenhagen
 - Denmark at a glance
 - Residence permit
 - **Finding housing**
 - Getting around
- 🔗 Contact

🔗 International students

Finding housing

Copenhagen has positioned itself comfortably among the most liveable cities in the world. According to the Global Liveability Index, education and infrastructure are parameters where Denmark's capital stand out as excellent. Students know this and flock to the city. Consequently, the housing situation – especially in July, August and September – tends to be a bit challenging. A range of options exist, though. Flexibility, savings and starting your room hunt early will get you far.

- [Tips when searching and finding housing](#)
- [Reviews of student halls of residence by the University Post](#)
- [The UCPH Housing Foundation \(private/independent\)](#)

Being a student in Denmark means leading an adult life. In general, you need to cater and clean for yourself as well as doing your own laundry and other basic household chores. However, dinners have a central place in Danish culture, and you can often find private food clubs to join, especially at student halls of residence.



Areas in Copenhagen

Visit Copenhagen has a great introduction to [the various districts in Copenhagen](#). Scroll down to find the purple map which provides an overview and is your gateway to exploring different parts of the capital.

4. Integration of video testimonials from students and former students

Guide to studies and admission

Master's programmes [Master's programmes](#) > [Studying at UCPH](#)

Studying at UCPH



What is it like to study at the University of Copenhagen (UCPH)? Meet Associate Professors Martin G. Ehrensvärd and Britt P. Tersbøl as well as MA students; Alisa from Germany, Gus from the USA, Szonja from Hungary and Samuel from Nigeria. They will give you a taste of the academic culture and student life at UCPH.

5. Provide a fully study program description on the same page

<https://www.manchester.ac.uk/study/masters/courses/list/08815/ma-intercultural-communication/>

< Home

< Study

< Taught master's

< Courses

✓ A-Z list of courses

MA Intercultural Communication / Overview

Year of entry: 2019

[View tabs](#) [View full page](#)

[Overview](#) [Entry requirements](#) [Application and selection](#) [Course details](#) [Careers](#)

 **Attend an open day**

 **Download our course brochure**

 **Discover more about this subject area**

Degree awarded:	Master of Arts
Duration:	12 months full-time, 24 months part-time
Entry requirements:	Applicants should hold a good, Upper Second Class Honours degree, or its overseas equivalent, normally in a relevant subject. Full entry requirements
How to apply:	Please refer to the following School page regarding subject-specific requirements. These are in addition to the basic prerequisites as shown under entry requirements: http://www.alc.manchester.ac.uk/study/masters/applying/ For references, please email the following link to your referees:

6. Updating the Twitter account in order to gain greater visibility among international students

Home About Search Twitter Have an account? Log in

UvA Amsterdam
@UvA_Amsterdam
De UvA is het intellectuele knooppunt van

Tweets 5,355 Following 444 Followers 25.2K Likes 538 Lists 3 Follow

Tweets Tweets & replies Media

UvA Amsterdam @UvA_Amsterdam · 11h
Voorspellende algoritmes duiken overal op. Hoogleraar Maarten de Rijke @mdr

7. Provide information on lifestyle in Brasov: rent cost, cost of living / month, opportunities, entertainment

Way of life

>> Life in Denmark

- > Family and work-life balance
- > Cost of living
- > The Danes
- > Learning and teaching culture

>> Aarhus and other AU locations

>> Students coming to AU

>> Researchers coming to AU

Life in Denmark

Located at Scandinavia's southern edge, Denmark is Europe's gateway to the Nordic region. Denmark is safe and secure, with a very low crime rate. The Danes are relaxed, informal, and often ironic. 'Hygge' – making people feel at home – is an essential part of life. Maybe that is why the Danes have been named as the world's happiest people on numerous occasions. Most Danes have a good command of English, so communication is easy even if you don't speak Danish.

The Danish welfare society

Since Danish society prioritises a good work-life balance, democracy and other welfare services, taxes in Denmark are high. Yet these high taxes give rise to a welfare society with generally high standards of living and a good provision of public services, such as free healthcare and education.

Flat structures and informality

Many expats in Denmark describe their experience of Danish work culture as flat-structured and informal. This means, for example, that all employees and managers address each other by their first names and that most decisions are made in forums in which all employees have an equal say.

Safe, secure, equal

Denmark is widely cited as one of the world's most liveable places. It has the world's highest level of income equality according to the OECD.

Based on the [Corruption Transparency Index](#), Denmark is the least corrupted country in the world.

English - no problem

Danes were recently ranked as [one of the best non-native English speakers in the world](#), so it is easy for international students to get along in Denmark even if they don't speak Danish.



Family and work-life balance

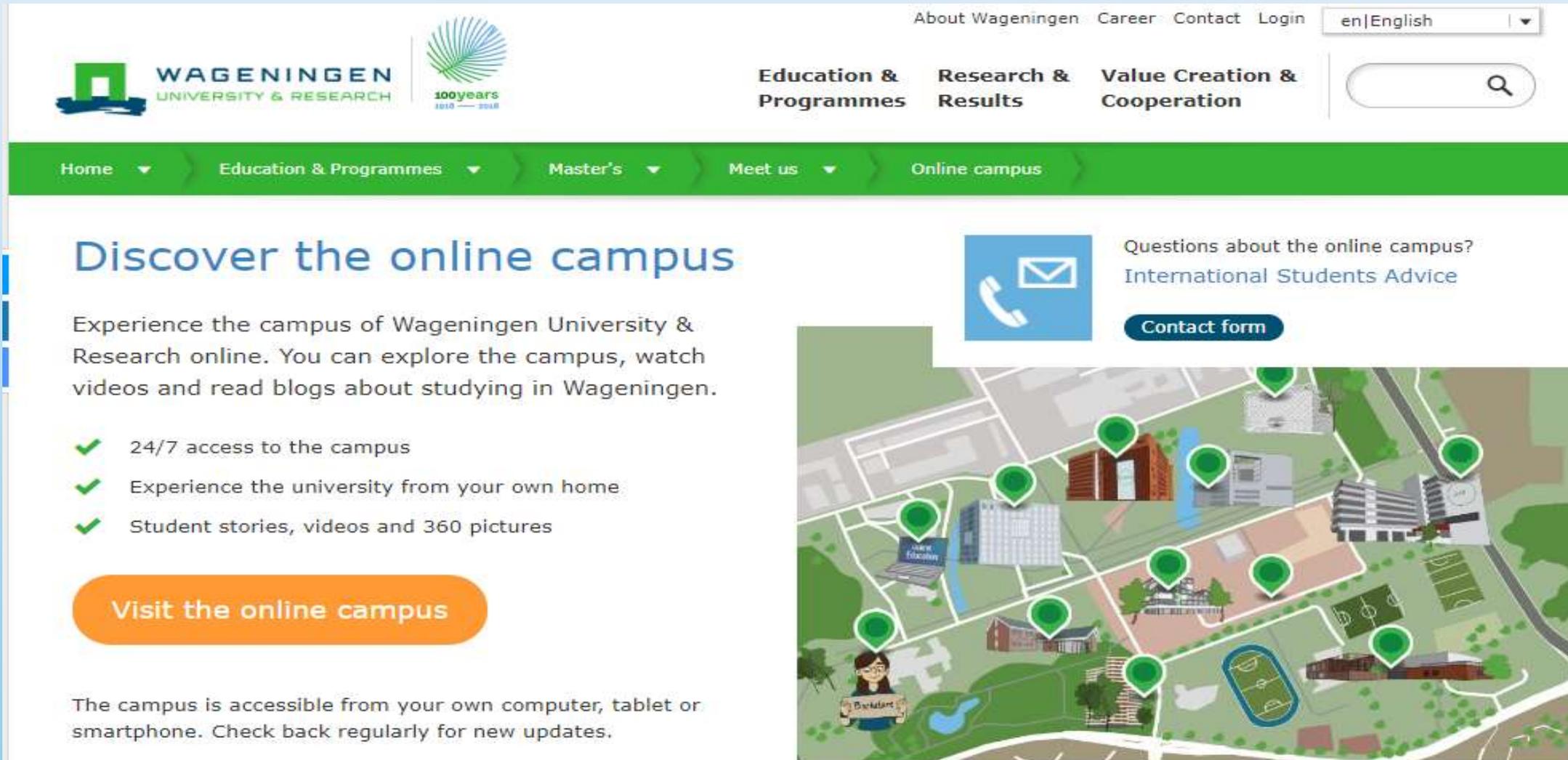


Cost of living



The Danes

8. Provide an online map with points of interest within the campus area



The screenshot displays the Wageningen University & Research website. At the top, there is a navigation bar with links for 'About Wageningen', 'Career', 'Contact', and 'Login'. A language dropdown menu is set to 'en|English'. Below this, there are three main menu items: 'Education & Programmes', 'Research & Results', and 'Value Creation & Cooperation'. A search bar is located on the right side of the top navigation.

The main content area features a green navigation bar with the following menu items: 'Home', 'Education & Programmes', 'Master's', 'Meet us', and 'Online campus'. The primary heading is 'Discover the online campus'. Below this, a paragraph states: 'Experience the campus of Wageningen University & Research online. You can explore the campus, watch videos and read blogs about studying in Wageningen.'

Three bullet points with green checkmarks list the following features:

- ✓ 24/7 access to the campus
- ✓ Experience the university from your own home
- ✓ Student stories, videos and 360 pictures

An orange button labeled 'Visit the online campus' is positioned below the list. To the right of the text, there is a blue icon representing a phone and an envelope, with the text 'Questions about the online campus? International Students Advice' and a 'Contact form' button.

At the bottom right, there is a stylized map of the campus area. The map shows various buildings, green spaces, and a river. Several green location pins are placed across the map to indicate points of interest. A cartoon character holding a sign that says 'Backland' is visible in the bottom left corner of the map area.

At the bottom of the page, there is a paragraph: 'The campus is accessible from your own computer, tablet or smartphone. Check back regularly for new updates.'

Conclusions

- European universities with master programs in communication use integrated online promotion strategies, and tools that suit their profile and identity
- Prestigious universities understand the necessity of online promotion nowadays, and through the information they provide they increase student's interest, provide answers to their questions, and maintain an efficient communication with them
- The conducted research allowed us to extract some guidelines that can be further used in order to improve the online promotion of other universities
- ➔ The research can be extended to other issues, aspects such as using the online environment: social media, websites in the teaching-learning process within universities

Thank you!
Mulțumesc!
Ευχαριστίες!
Efcharisties!