

# REPORT FOR EMERGING MARKETS

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## SURVEY RESULTS FOR KEYWORDS FROM PROSPECTIVE PARTICIPANTS

Data displays “Study Abroad” as the most popular keyword, with 2/17 suggestions for it. We consider this study’s data to be inconclusive, as the suggestions overwhelmingly seemed vague or off-topic. Our online survey, distributed to a pool of engineers, should provide more concrete suggestions.



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## KEYWORDS SUGGESTED BY PAST PARTICIPANTS & US

### What we recommend:

Student Study Abroad	career residency
[name of country] + study abroad	study abroad
Study Abroad Scholarships	school abroad
University summer scholarships	study abroad
Student Travel	exchange program
Student travel scholarships	career building opportunities abroad
international career travel	career advancement travel
career travel	[insert field] opportunities
student travel	benefits of educational travel
educational travel	

Top words: student, study, career, travel, residency, international, abroad, program

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## DATA ANALYSIS FOR SURVEYS

STUDY 1: STUDENTS WHO **HAVE** STUDIED ABROAD // PARTICIPATED IN EDUCATIONAL TOURISM

### QUESTIONS ASKED:

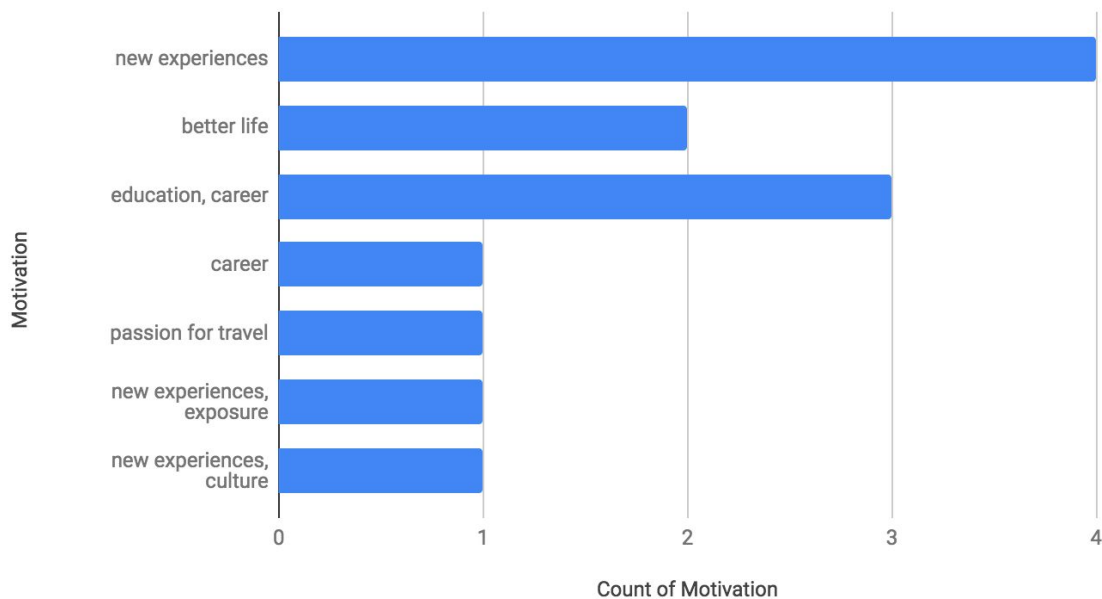
1. Tell me about a residency/ student exchange/ educational trip that you chose: what was the cost, duration, and destination?
2. What was the most difficult or frustrating aspect of your experience?
3. What motivated you to participate in this trip/residency/exchange program?

4. What were the factors that you considered before deciding to go?
5. If you could give your trip a label, such as “education tourism,” “residency,” or “career program,” etc, how would you describe it?
6. List the top 5 words or phrases that you would search for online if you wanted to find a travel program like this.

## RAW DATA FOR STUDY 1

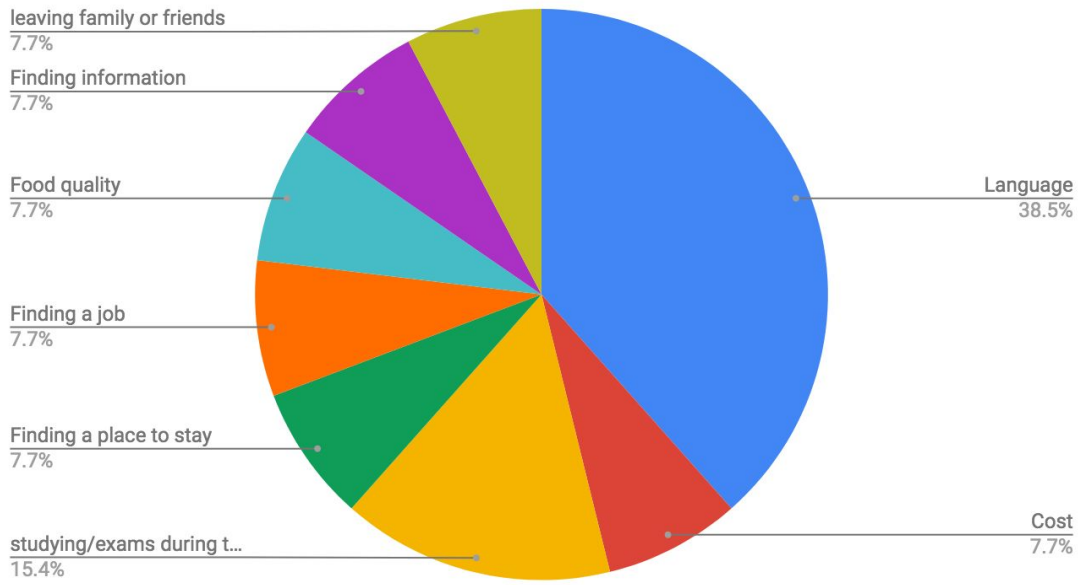
Residency location	Residency Duration	Residency Cost	Most difficult aspect	Motivation	How they found it	Factors	Labels	Resources	Age	Department
N/A	N/A	N/A	Language	new experiences	online	N/A	career program	N/A	34	engineering
N/A	N/A	N/A	Language	better life	friends	life style	career program	online	28	engineering
N/A	N/A	N/A	Cost	new experiences	N/A	leaving family or frie...	study abroad	online	25	engineering
Bangladesh	N/A	\$8000 CAD	studying/exams duri...	education, career	online, info sessions	reputation	education tourism	campus recruitments	29	engineering
Canada	24 months	\$23,000 CAD	Finding a place to stay	career	friends	cost	education tourism	online	28	information security
Canada	24 months	\$20,000 CAD	Finding a job	new experiences	N/A	time	residency	online	24	engineering
Canada	24 months	\$30,000 CAD	Language	passion for travel	online	cost	education tourism	online	24	Management
Dubai	2 months	\$2500 USD	Food quality	new experiences, exp...	school	time	education tourism	reddit	23	engineering
Canada	24 months	\$29,000 CAD	Finding information	education, career	online	cost	education tourism	online	24	engineering
Canada	24 months	\$30,000 CAD	Language	education, career	online	cost	career program	online	null	engineering
Canada	24 months	\$28,000 CAD	Language	new experiences, cul...	friends	reputation	career program	google	24	engineering
Canada	24 months	\$18,000 CAD	leaving family or frie...	better life	online	cost	career program	online	24	engineering
N/A	N/A	\$7,000 CAD	studying/exams duri...	new experiences	online, friends	cost	career program	N/A	26	Management

## Count of Motivation

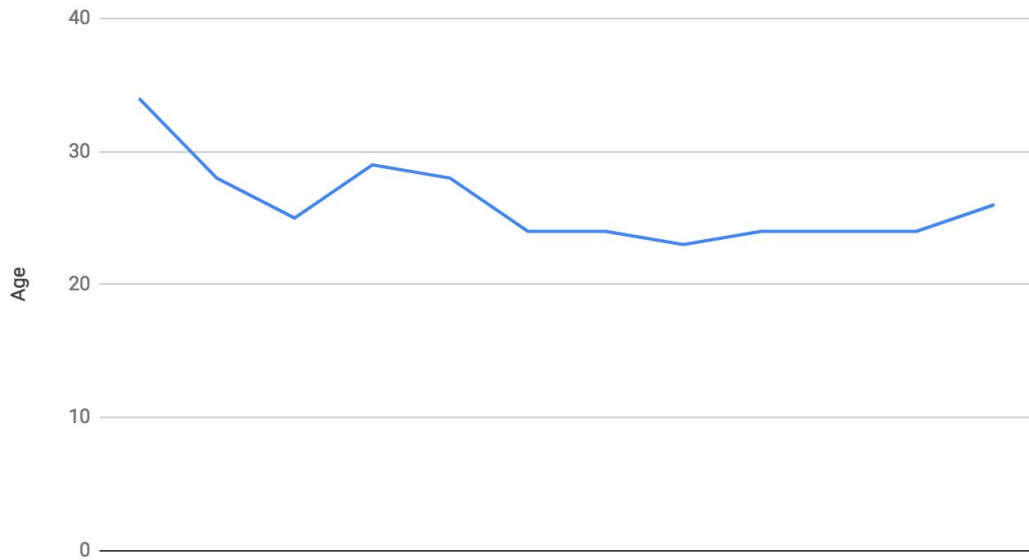


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## Count of Most difficult aspect

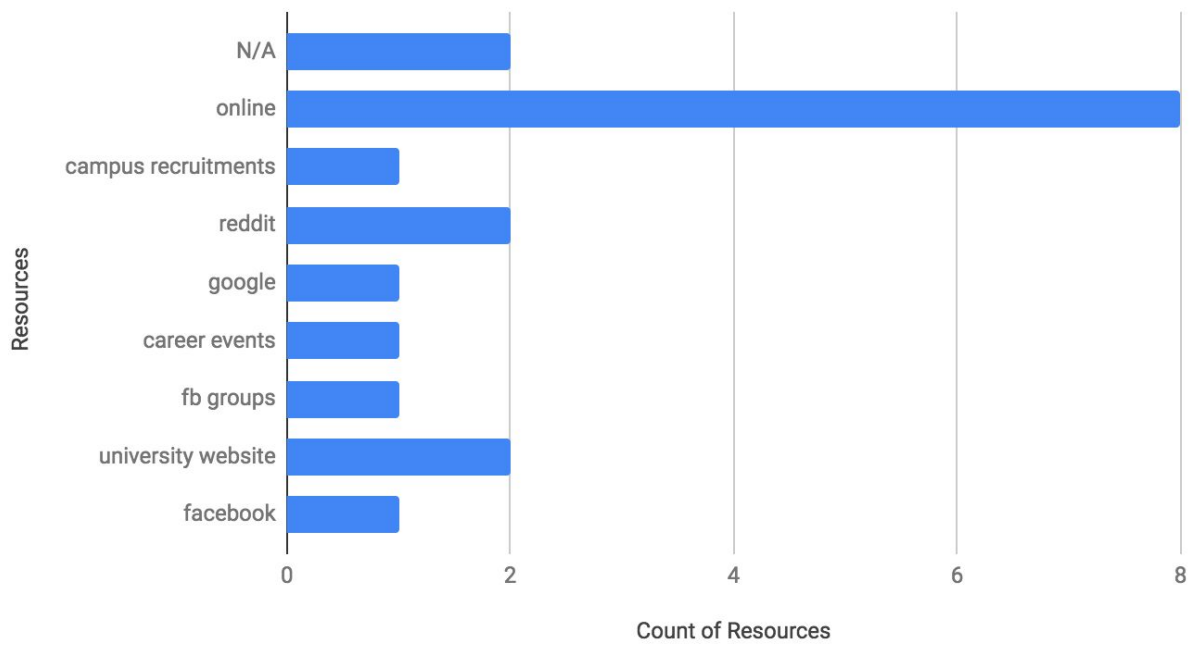


## Age

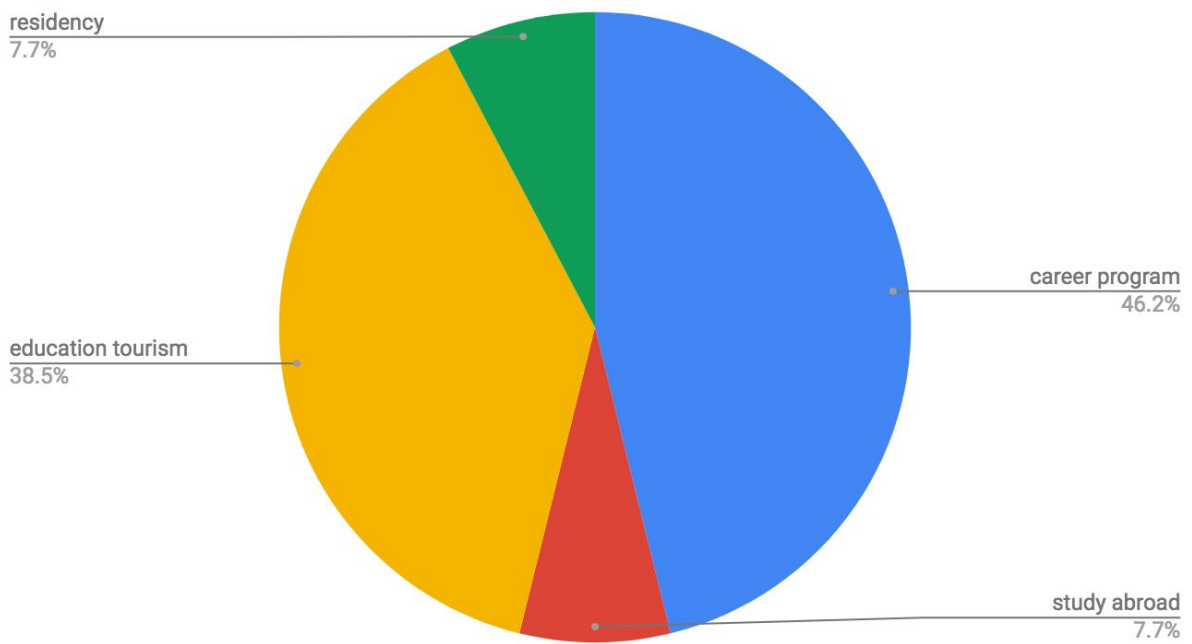


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## Count of Resources



## Count of Labels



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STUDY 2: STUDENTS WHO HAVE **NOT** STUDIED ABROAD // PARTICIPATED IN EDU- TOURISM

QUESTIONS ASKED:

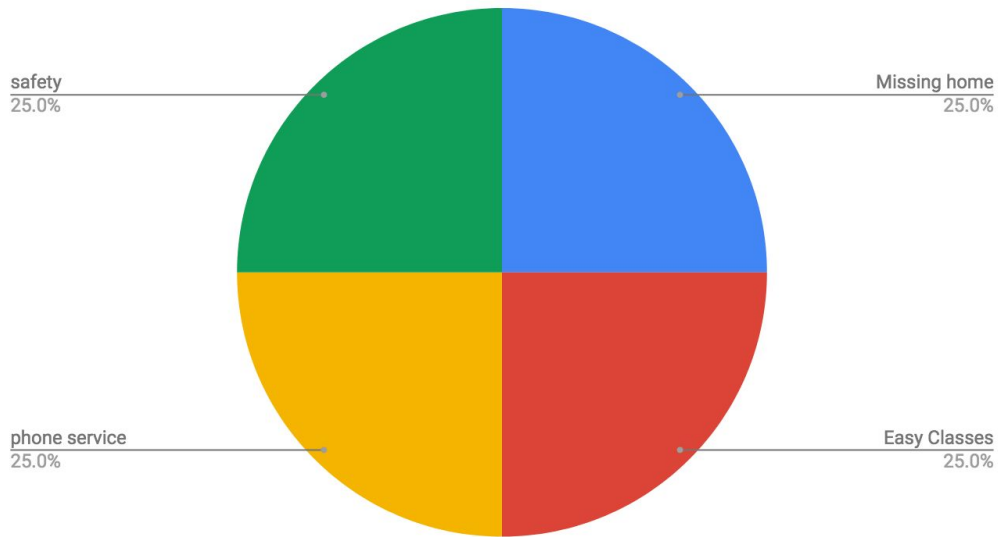
1. Imagine that you could attend a residency/ educational trip abroad that would be beneficial to your career. What would the ideal experience look like for you? What would be the ideal cost, duration, and destination?
  2. What are factors that would make you not want to go?
  3. In general, what is the most difficult / frustrating aspect of choosing to travel abroad at all?
  4. List the top 5 words or phrases that you would search for online if you wanted to find a 2-week travel program like this.
  5. Do you know of any student organizations, websites, or information sessions that offer this kind of "career advancing" travel?
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RAW DATA FOR STUDY 2

**STUDY 3: ONE-ON-ONE INTERVIEWS WITH STUDENTS WHO HAVE STUDIED ABROAD // PARTICIPATED IN EDU- TOURISM**

Count of Most difficult aspect



Factors considered when choosing an educational trip // study abroad

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## COMPETITOR MARKET

### PRIMARY COMPETITORS

#### Educational World Tours

-Creates a customizable, educational tour experience for students based on group size, parents' budget, duration of travel

<http://www.eduworldtours.com/>

#### Insight Global Education

- Offers group travel for High School and University students
- University students participate in a cohort of 10-30 students
- Trip counts towards University credits
- Offers opportunity for internship with an organisation in a developing country

#### ISX (<https://www.isx.ca>)

- Currently partners with high schools and Colleges in Ontario, so far, no record of University partnerships.
- Cities visited so far include; Boston, New York, Niagara Falls, French Canada, Chicago

#### Chapman Cultural Tours Ltd

(<http://www.chapmantours.ca/index.php>)

- Offers educational tours to elementary, secondary and post-secondary groups. Tours can be Tailored and customisable.
- Previous destination include Ottawa, Montreal , New York. Outside north America, France. Italy and Spain are choice destinations for students.
- Quebec Winter program.

Brightspark (<https://www.brightsparktravel.ca/>)



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-Provides student educational tours for kids mainly to Quebec, Ontario, Cleveland, Boston, New York and a few choice cities in Europe.

### **DC Student adventures**

<https://www.dcstudentadventures.com/>

-Educational travel service that provides trip to destinations such as Yukon, Seattle, New York

### **Explorica**

[\(https://www.explorica.ca/ca-fr/\)](https://www.explorica.ca/ca-fr/)

-Quebec based company that Offers Educational Travel services and educational stays mainly to destinations in North America such as Florida, Boston, Chicago, Quebec , Europe , Latin America and the Middle East.

-Cultural Immersion programs range from 4-11 days and choice destinations include Paris, London, New York, Italy and Spain.

-Other Tour types include commemorative, Adventure, service tours.

### **Education First Tours** (<https://www.eftours.ca/>)

-Provide participants the option to earn credits abroad

Nomad MBA Program-

Green Program-

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## KEY MOTIVATIONS FOR STUDENTS: PSYCHOLOGY OF TRAVEL

### SOCIOLOGY OF TRAVEL BEHAVIOUR

Travel behaviour is the way tourists behave *before, during* and *after* travelling. Research has shown that the main travel motivations to resorts was for resting/ relaxing/ enriching and learning experiences, participation in recreational activities, personal values, and social experiences. These motivations can vary based on the destination and travel purpose. For example, if I want a self discovery experience I would not go to a resort, instead, I might look for traveling destinations that can offer this to me.

*\*What are participants looking for when choosing EMP? Does it fulfill the need of belonging? If yes, how and why? This are questions that can certainly be done in the interviews\**

From the sociological perspective adopted by MacCannell and other researchers on tourism after him, in order to understand the **travel experience** one must consider both the **individual and the social frame of reference of the traveller**. In other words, the way in which a tourist frames his or her experience depends not only from the individual characteristics of the traveller but also from the social structure in which he stems from and the network of interactions that he has established with others (Blumer, 1969, Staffieri, 2016b).

The meaning given to travel is being generated through interaction with others, it is recognisable by all individuals who contributed to its development and, when discovered, has therefore a valence that outweighs the individual sphere.

### FACTORS INFLUENCING TRAVEL DECISIONS

It was interesting to find what factors influence travel decisions. As expected they were culture, travel motivations, finances and previous experiences. However, if we dive deeper into this we realized that any sort of experience can be derived from “the need to see the

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unseen and know the unknown, which drives people to travel to new places and motivates them to visit new destinations" (Venkatesh, 2006). The need to travel can derive from a direct result of interaction between certain personal and environment variables on a continuous basis. This leads us to uncover that human needs stem from psychological aspects (emotions, motivations) and well as sociological factors (the people that surround you, your assumptions and other people's beliefs and opinions)

## HUMAN NEEDS AND MOTIVATION

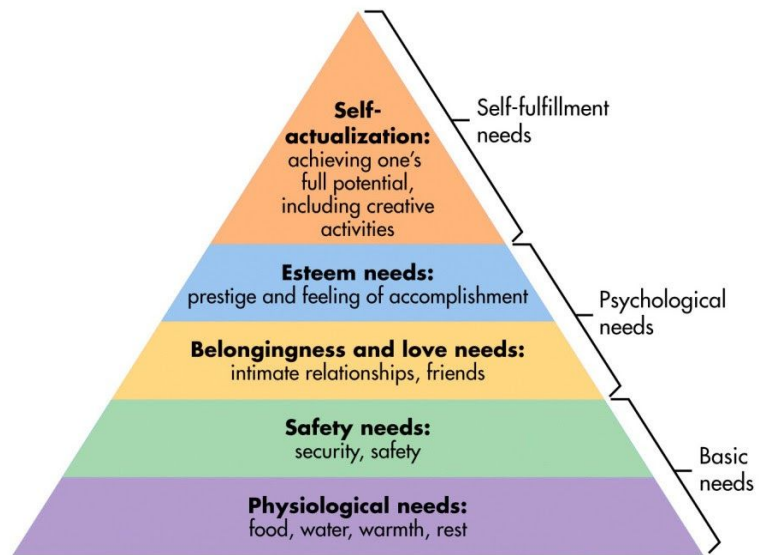
Motivation can initiate decision making process, this can lead to a need that can't be met at home. Often times individuals who travel want to satisfy their needs. As humans we have basic human needs, as underlined in **Maslow's Hierarchy of Needs**, if one need is not fulfilled as humans we endlessly seek to fulfill them and have balance in all of them.

For example, an individual can make a decision to travel abroad, because a need can't be met at home or in their social sphere. It could range from a sense of belonging, acceptance or understanding, thus because these needs are not met at home they will look for ways to satisfy them. This is where travelling plays a role. They might choose to travel to a destination that satisfies this need, perhaps they will choose to volunteer abroad in order to feel a sense of belonging, acceptance or understanding. If these needs are met, it is most likely that they will continue travelling to fulfill other needs. If they are not met they will most likely find another outlet other than travelling. It is important to take into consideration the variable in relation to their travel decisions and the outcome of satisfaction. This being said, their travel decisions depend of the outcome of satisfaction.

"If the benefits from a trip (i.e. emotional arousal, educational enlightenment, improved relationships with family and friends and restoration from mental fatigue) are congruent with the needs of an individual they become satisfied and develop a positive image and evaluation of a destination." As a result, the individual can have changing needs.

Murray's classification of human needs:  
Application to travel motivation

Need	Behaviour
Cognisance	Understanding; to be <b>curious</b> , ask questions and find answers
Play	To have fun, laugh, relax and enjoy oneself
Recognition	Describing accomplishments
Sentience	To seek out and enjoy <b>sensual</b> experiences



Motivations stem from an inner state of a person, which branches out to what are human needs and wants, which encompasses the way an individual acts or behaves in a specific way to sustain human behaviour and human needs. While the motivation ignites the decision-making process leading to a specific travel experience, the *meaning* given to travel brings to the surface the general *needs* associated with travelling.

**Travel motivation to exotic destinations:** knowledge, leisure, socialisation, facilities, core attractions and landscape features. This can vary as there are different types of tourists who travel to different destinations and have different travel motivations.

**Travel motivation for package tour travellers:** relaxation, pleasure, social relationships, socio-economic factors and socio psychological needs.

- (Add source)

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## THE 7 SOCIO-PSYCHOLOGICAL FACTORS WHICH MOTIVATE TOURISTS TO TRAVEL ARE

1. Escape from an everyday environment
2. Discovery and evaluation of oneself
3. Relaxing or participation in recreational activities
4. Gaining a certain level of prestige
5. For the purpose of regression (*Positive regression is defined as a temporary retreat to earlier forms of behaviour while under stress that leads to disharmony, self-evaluation, reflection, reintegration, and enhanced self-awareness*)
6. Strengthening family ties
7. Facilitating their level of social interaction

*\*Perhaps these are keywords that might be useful during the interviews to dive into the needs of an individuals and their reason behind wanting to travel and what makes EMP their first choice\**

## TIME VARIANT PLEASURE TRAVEL MOTIVATIONS AND BEHAVIORS STUDY

### Values - Guiding principles

“Values serve as a guiding principle in the life of a person or other social entity” (Schwartz, 1994, p. 21). **Values** are rather *stable* determinants of behaviour, thus **offering an insight** not only in **present but also in future choices**, while meaning expresses the general connotation that a person gives to travelling.

Ten value orientations (Schwartz, 1994) and four travel meanings have been identified. By combining these ten value orientations and four meanings, nine clusters have been identified representing groups of millennial tourists with different needs. connecting their value orientations to the meaning that they give to travel. For example, from a tourism perspective, people who are strongly motivated by **hedonic values** will choose a different tourism experience than people motivated by universalism.

**Table III** Tourism experience – need component (meaning) processed

<i>Tourism experience</i>	<i>Components</i>	<i>Items (travel means to me...)</i>	<b>Value type</b>	<b>Motivational emphasis</b>
Need	Meaning: personal, inner development	To improve physical health	<i>Power</i>	Social status and prestige, control or dominance over people and resources
		To change	<i>Achievement</i>	Personal success through demonstrating competence according to social standards
	Meaning: development through interpersonal exchange	To improve mental health	<i>Hedonism</i>	Pleasure and sensuous gratification for oneself
		To grow	<i>Stimulation</i>	Excitement, novelty, and challenge in life
Meaning: socialising and entertainment	Meaning: socialising and entertainment	To explore a meaningful path of faith	<i>Self-direction</i>	Independent thought and action — choosing, creating, and exploring
		To live authentically	<i>Universalism</i>	Understanding, appreciation, tolerance, and protection for the welfare of all people and for nature
	Meaning: escapism and relaxation	Discovering and experiencing new cultures	<i>Benevolence</i>	Preservation and enhancement of the welfare of people with whom one has frequent personal contact
		To live in contact with local people	<i>Tradition</i>	Respect, commitment, and acceptance of the customs and ideas that traditional culture or religion provide
Meaning: escapism and relaxation	Meaning: escapism and relaxation	Explore different ways of life	<i>Conformity</i>	Restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms
		Acquire and deepen knowledge of art, history	<i>Security</i>	Safety, harmony, and stability of society,
	Meaning: escapism and relaxation	To live in contact with nature		
		Entertainment (night life, local)		

*\*Based on the values depicted above, we can perhaps generate questions on what value types they attribute to travelling such as security = sense of belonging, self direction = curious, freedom. Knowing the value type can gives us insight on what initiated their behaviour, what motivated them to travel, this also underlies what their needs are such as the need for social status, prestige, pleasure, novelty etc. and perhaps at this point we can ask where this stems from. What are the needs that are not being met and why EMP meets these needs. Why did they seek to travel with EMP and what made them choose EMP\**

<https://www.emeraldinsight.com/doi/full/10.1108/JTF-12-2017-0058>

## TRAVEL BEHAVIOUR OF MILLENIALS

Social content is a major travel influencer 87% of millennials use Facebook for travel inspiration. 5 most sought after destinations: Mexico, Colombia, Cartagena, Moscow, Portugal and much more. You can read more about it here, they even give statistics about it and it would be motivating information to place in your website: <https://www.lsb.com/blog/4-insights-on-millennial-travel-behavior/>

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Previous studies on millennials state that travel means to them novelty: the possibility to evade the quotidian, to try a different lifestyle, to live new experiences, to visit new places and to acquire new knowledge (UNWTO and WYSE Travel Confederation, 2016). From this perspective, travelling means living an experience of personal development centred on the individual tourist.

## **WHAT IS THE STORY YOUR BRAND TELLS?**

How can you help people feel part of the story? Business travel can feel very impersonal, so how can your brand make it more personal? Can you give them a quick way to have that immersion experience individual still crave, if only has a few hours open in the evening. This is certainly something to think about.

*\*I believe what EMP can start with to underline this aspect is by telling the story about how EMP came to fruition and the meaning of the logo (KUDU), I know this is already underlined in the website but it is quite hidden, it should be the first thing I see, this will give it a personal touch which will make me feel I CAN BE PART OF THE STORY. This can certainly be done by giving a personal touch by having videos, testimonials of past participants\**

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# EMERGING MARKETS USER PERSONAS & USER STORIES

## CUSTOMER PERSONAS

This is **Ranjit Miller**



"I really love the idea of traveling and experiencing a new country and culture, but right now there is more pressing needs like working to pay my tuition"

Age 23  
Majoring in Engineering  
Internation Student from India

Ranjit studies engineering graduate level and he is open to explore the world and other cultures

Ranjit explored online for travel opportunities:

- Career Fair
- Concordia Website
- Information Sessions
- Workshops
- Student group on Facebook

Ranjit wants to explore his career opportunities, looking for networking opportunities, looking to explore other cultures, finding ways to expand his understanding on the application of sustainability in technology, explore emerging technologies to implement in Canada

His *motivations* are personal growth, self-discovery, wanting to understand and witness new markets and global developments

Ranjit is interested in an educational tourism in Dubai but his *challenge* is that his program, experience is non transferable to course credits. Since he is paying for something he is not directly getting a tangible benefit from the trip.

This is **Selena Garcia**



"I would love to explore the world around me, specially different cultures , I would love to put what I learned in Anthropology to the test"

Age 33  
Majoring in Anthropology  
Internation Student from Mexico

Selena is part Mexican and part Asian, she's been exposed to different cultures

Selena explored online for travel opportunities:

- Student groups on Facebook
- Concordia Website
- Instagram
- Information Sessions
- Workshops

Due to her major and her mixed background she has a huge understanding on different cultures and how they can interact with others. She is looking for an opportunity to expand her professional network and realizes it aligns with the trip to China she is interested in.

Selena's *motivations* are cultural exploration, career advancement, networking and amassing experience in her field, developing independence and leadership skills.

Her *challenge* is that the purpose of the trip do not directly correlate with her program. To her, this trip is more beneficial for her personal growth than career development. She *needs* to be sure that her choice of investment on the trips is directly beneficial to her career development.



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This is **John Kozak**



"I'm looking forward to exploring developing countries and broaden my perspective"

Age 25  
Majoring in Business Management  
Last year studying in Canada

John has already participated in an exchange program in Singapore.

John explored online for travel opportunities:

- Student group on Facebook
- JMSB Student Association emails
- Faculty Emails
- Concordia Website
- Information Sessions
- Workshops

John is willing to participate in any summer educational trip as he is interested in developing economies. John is looking to build his growing professional network but his main motivation is personal growth

He is looking to build his growing professional network but his main *motivation* is **personal growth** and needs to **escape from an everyday environment**. He want the cultural experience, but also explore the market

His *challenge* is trying to fit this trip into his schedule. He is currently in the Co-op Program because the trip is not recognized by the faculty. He is trying to ensure that the trip does not directly affect his courses. Despite this, he is looking forward in visiting a developing country.

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# OUR RECOMMENDATIONS: TOOLS & TACTICS FOR DIRECT-TO-CONSUMER SALES

## STAKEHOLDERS



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We recognize the “grey area” that Emerging Markets falls within. However, we believe that perhaps the lack of definition can be perceived as a solution: this is the career-advancing program that students WISH their study abroad program looked like. As such, this selling point should be advertised heavily.

The experience EMP offers is the perfect blend of expanding knowledge, experience, one’s hireability and professional network. It’s more fun than an internship, safer and less stressful than independent travel, and EMP is more attuned to student’s needs than the standard educational tourism companies, because this program has been made by former students, for students.

Your company assures career advancement tailored to one’s interests--in both tangible and intangible ways that far exceed what a university can offer. The quality of YOUR program exceeds that of other external companies in the market.

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## We recommend the following:

1- instagram tool for automation, such as Preview:

<https://thepreviewapp.com/>

<https://later.com/instagram-analytics/>

<https://www.entrepreneur.com/article/326956>

2- videos added to your website: link to embedding it in wordpress:

<https://www.wpbeginner.com/beginners-guide/how-to-easily-embed-videos-in-wordpress-blog-posts/>

3. visible testimonials on landing page of site, descriptions of past trips from clients.

4. **Facebook** is a powerful, affordable tool Emerging Markets can leverage on to reach a wide target audience. Unlike other social media platforms, it allows small businesses promote content, increase awareness at a reasonably low cost. This is further aided by the fact that a huge percentage of Concordia Students have Facebook as a primary resource for student exchange / study abroad programs. Also, the parents of these students who are

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most likely the sponsors of the proposed trip can verify its legitimacy. The use of Facebook is a viable option as it fits well into the user journey.

By setting up a full business account on Facebook, potential users can drop a message in the event where enquiries need to be made. Users would more likely send a message rather than email. Keeping the response rate as short as possible connotes professionalism as well.

**Have the website set as a local business on google places.** This increases the visibility of Emerging Markets as a brand within the Montreal geographical area or downtown location for example, depending on the set radius. **43%** of google searches are done per geographical area. We believe it increases the likelihood of Emerging markets being patronised by the student populace in Montreal. This can be further explained by the fact that consumers tend to use a product or service they are in the same geographical area with.

In addition to increased visibility, potential consumers build more trust in your brand because Google places has a **review feature**. Students that have embarked previous educational tours with Emerging markets can leave reviews of their experience in a fair unbiased system. As we have seen from insights from the field study coordinator at Concordia, students are more willing to participate in such programs based on word of mouth from students.

Bear in mind that in order to maximise its potential. **A citation** for Emerging markets needs to be created. The citation is made up of the *brand name, contact details in full, post code, links to media etc* . Also, the category in which emerging markets falls into needs to be defined, it also helps to select as many categories related to the business as possible

5. Instagram feed, videos, or hashtags fed into the site **exclusively** showcasing client experiences and encounters: the proof is through the participant!

6. A prominently displayed **“About”** page that provides the story and context of your logo, and a **“we were just like you”** description that endears you to potential clients.

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7. Monopolize on the fact that you offer the best of all possible travel options: students won't be preoccupied or stressed with college credit on the line, they advance their careers and engage in emerging markets and networking, and you understand student's needs better than other agencies.

8. Develop a **limited edition "series" of 10-day trips** during student's off-seasons: early fall, christmas break, spring break, early summer, midsummer.

9. For staggered, but consistent sales, we recommend partnering with university programs that specialize in study abroad or international opportunities, beginning with Concordia's. This will lessen the time and stress of vetting potential participants and offering info sessions, which can be hosted by these offices. You may reach out to Concordia's Field Coordinator, Julie Triganne, at: [julie.triganne@concordia.ca](mailto:julie.triganne@concordia.ca)

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## INTERVIEW WITH JULIE, CONCORDIA INT'L OPPORTUNITIES FIELD COORDINATOR

Tell me about your position. What does a field coordinator do?

- *I work in a team to plan and/ or facilitate Concordia Student Exchange program (CSEP) and short-term Summer school program. Other members of the team handle regions for example Europe, middle east, far east. I oversee all of that*

Can you describe the last project you worked on?

- *the last project I worked on was the Summer school program which consists of the Summer field school and the Summer school abroad program.*
- *The summer field school is led by a member of faculty ie a prof accompanies students on a trip which is a part of the course he teaches. The trip counts for credits.*
- *The summer school abroad program involves an exchange of the student(s) with a host partner institution abroad. It is usually a semester long unless otherwise specified and the student earns transfer credits towards their degree.*

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- *We had 2 of such trips for JMSB candidates and 1 open to all faculties.*

What do you think the hardest part of orchestrating an international trip is?

- *Getting the information circulated. "I usually send out the information to various faculties and plead with them to circulate to students, but unfortunately, that's the most I can do as I do not have access to student emails except the students who had participated previously" "I don't blame the students either, they get a ton of emails daily from their programs so they just flip through"*
- *Getting students more interested in these initiatives*

List the top 5 words or phrases that you think students would search for online if they wanted to find a travel program.

- *I wish I could answer that sorry, I don't know, maybe, Concordia, study, abroad (laughs). I know a lot of students heard about us through facebook*

Do you know of any external student organizations, websites, or information sessions that offer this kind of "career advancing" travel?

- *N/A*

How would you define "educational tourism?"

- *N/A*

8. What is the average cost of (an approximately time-based) 2 week international travel-abroad program?

- *Its hard to put a number to it. it depends on the destination (developed countries vs developing vs underdeveloped countries), or the type of program for example the field study program. The expenses of the prof / facilitator have to be taken into account otherwise there is no motivation for faculty members to participate. Also, fees relating to*

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*transportation in the destination, incident fees to cater to medical emergencies etc the list goes on.*

9. What's the most challenging part of getting students to participate?

- **Appeal**; *'students are always gonna go where they like / are interested in,... I would say destination plays a huge part for example our last trip to Spain had over 60 requested because , obviously It is a developed country , the culture is exciting , the possibility of learning a new language is attractive and some students got about 9 credits in their program for participating as opposed to countries like ( china, Colombia) where students have biases about their safety. It's really a challenge creating the awareness to students about the false conceptions they have on these countries*
- **Destination** : *students in JMSB would be more inclined to exploring developing countries in Asia ( Singapore, Malaysia, China) because the experience is beneficial to certain aspects of their program*
- **Awareness** ; *'we need more participation from faculty members , to sensitise their students on the benefits of these experiences , make provisions for in class info sessions. Also a lot of students do not have sufficient info on these programs, in my student days I did not know these existed till someone mentioned it .*

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## POSSIBLE PARTNERSHIPS

### AIESEC

# International volunteering

## [AIESEC Concordia](<https://www.aiesec.ca/contacts/>)

AIESEC's Global Citizen Program enables students to develop as leaders and make a positive impact in society through volunteer internships related to cultural understanding, literacy, social entrepreneurship and the environment.

<http://aiesec.ca/global-citizen/>

[https://docs.google.com/forms/d/15HUnT\\_-mMFsRun4\\_2z-NqVD8U3q474wQ6nhWLzYw7qQ/viewform?edit\\_requested=true](https://docs.google.com/forms/d/15HUnT_-mMFsRun4_2z-NqVD8U3q474wQ6nhWLzYw7qQ/viewform?edit_requested=true))

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## International programs for Concordia students:

<https://www.concordia.ca/students/exchanges.html>

According to Concordia's site, participating in education abroad programs allows for the outstanding opportunity to:

- Gain international experience.
- Advance your cultural awareness and understanding.
- Enhance your academic profile by accessing a variety of courses and programs.
- Collaborate with professors and students from across the globe.
- Build an international network.
- Learn a new language or perfect a second or third language.
- Travel, make new friends, and increase your understanding of the world and of yourself.

The Concordia Student Exchange Program (CSEP) offers Concordia's undergraduate and graduate students the possibility to study abroad while gaining credit towards their Concordia degree! Exchange participants spend 1-2 semesters studying at one of Concordia University's 180+ partner institutions around the world while paying Concordia tuition fees. Bursaries are available to help fund semesters abroad.

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## MARKETING STRATEGIES & ADVERTISING

GOOGLE ANALYTICS:

<https://analytics.google.com/analytics/web/#/report-home/a35935300w63826785p65542317>

BOOSTING SEO FOR EMP WEBSITE: <https://techtage.com/31-ways-to-better-wordpress-seo/>

FACEBOOK ADVERTISING: TRAFFIC AND FUNNELS:

<https://www.upwork.com/hiring/for-clients/facebook-marketing-funnel-32-ways-to-get-conversions-at-every-phase/>



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FACEBOOK ADVERTISING REDIRECTING CLICKS TO YOUR FACEBOOK PAGE:

<https://www.johnhaydon.com/13-ways-boost-your-facebook-reach-without-spending-dime/>

<https://www.socialmediatoday.com/news/stop-boosting-facebook-posts-do-this-instead/531787/>

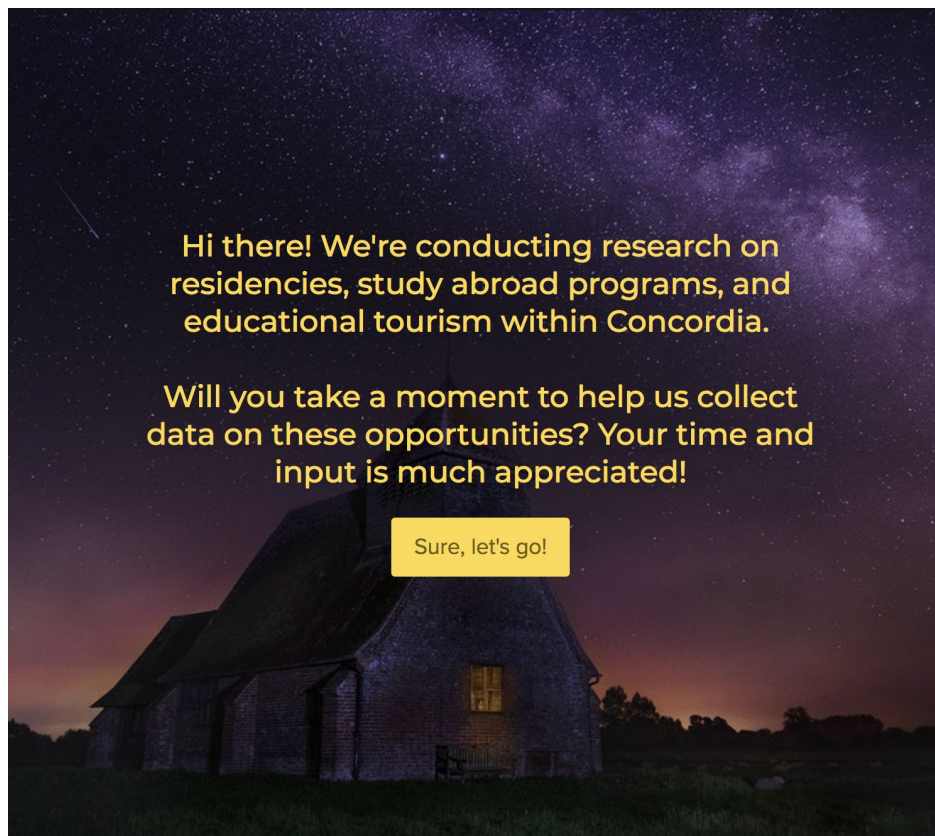
<https://www.forbes.com/sites/jaysondemers/2015/06/16/50-free-ways-to-increase-your-facebook-page-likes/#adf34b566e55>

DISTRIBUTING INFORMATION DIRECTLY TO ALL DEPARTMENTS AT CONCORDIA & OTHER UNIVERSITIES THROUGH EMAIL: WORD OF MOUTH, PROFESSOR-TO-STUDENT TACTIC: see Diana for references  
<http://www.concordia.ca/faculty-staff.html>

<https://www.concordia.ca/students/concordia-app.html>

ONLINE SURVEY FOR COLLECTING INSIGHTS...

developed specifically for Emerging Markets Project's continued use:



<https://sarahdiangivens.surveyparrot.com/>