

## Case Study

### The challenge

The University of Dundee had ambitious international student recruitment targets in place, but suffered from lower applicant awareness in key overseas markets than other comparator institutions. The Marketing team was also relatively newly-established and needed to build confidence. A change in ways of working across the institution was needed in order to deliver the goal of increased international student numbers.

### What happened?

Rebecca Trengove, Director of Marketing and Communications, asked SUMS Consulting to carry out a benchmarking exercise looking at the approach to international marketing campaigns at direct competitor and comparator institutions. After telephone interviews with these other institutions, the SUMS consultant provided a report with headline findings, as well as examples of the specific actions that these competitors were undertaking. The marketing team at Dundee also used the SUMS marketing maturity model to assess their level of development, taking part in a team

evaluation session facilitated by a SUMS consultant. This temperature check enabled them to explore different perspectives and build as a team.

### The outcome

Rebecca and her team put together a successful business case for more investment in the Marketing function at Dundee, using insight into best practice elsewhere to



show the difference that this could make. This increased investment, combined with more effective deployment of team resources and use of international advertising campaigns, has already led to an increase in international Postgraduate Taught (PGT) and Undergraduate student numbers. PGT numbers in particular have increased above the rates for the sector as a whole.

The marketing team are also working differently, able to have more productive conversations and build relationships across the institution.

*"The universities involved provided us with some powerful insights about their international student marketing strategies. The fact that as SUMS consultants we combine knowledge of both the subject matter and the sector does really help with their willingness to share within the benchmarking group."*

*Susannah Randall,  
SUMS Associate Consultant*

**Working with SUMS has enabled us to become more confident and to make a better case for investment in marketing activities.**

REBECCA TRENGOVE, DIRECTOR OF  
MARKETING AND COMMUNICATIONS

## Benchmarking international student recruitment marketing

### For More Information

e – [sums@reading.ac.uk](mailto:sums@reading.ac.uk)

t – 0118 935 7073

[www.sums.org.uk](http://www.sums.org.uk)