

# Vicky Lewis Consulting

Collaborating across organisational cultures to market your international campus  
(Resources linked to poster 3.07 exhibited at Going Global 2015)

Dr Vicky Lewis



Image courtesy of University of Reading Malaysia



Image courtesy of University of Southampton

## VICKY LEWIS CONSULTING RESOURCES ON INTERNATIONAL CAMPUS MARKETING / POSITIONING

### ■ Embedding marketing in international campus development:

Lewis, V. Branch Campus Development: marketing expertise required. *Forum*. Summer 2014: 14-16. Amsterdam: European Association for International Education

Lewis, V. Embedding marketing in international campus development: lessons from UK universities. *Perspectives: Policy and Practice in Higher Education* (Special Issue: Internationalisation) 2015, Association of University Administrators (forthcoming)

### ■ Relevant blog posts:

'New information sheet on overseas campus marketing' (June 2014):

<http://www.vickylewisconsulting.co.uk/new-information-sheet-on-overseas-campus-marketing.php>

(Info sheet lists questions institutions should ask themselves at key stages of international campus development; blog post also links to related webinar recording and presentation slides)

'EduCity Malaysia – some challenges to (cost-effective) collaboration' (July 2014):

<http://www.vickylewisconsulting.co.uk/educity-malaysia-some-challenges-to-cost-effective-collaboration.php>

'Branch campus development – marketing expertise required' (July 2014):

<http://www.vickylewisconsulting.co.uk/branch-campus-development-marketing-expertise-required.php>

(links to *Forum* magazine article – see above)

"A mission to learn from the world" – how does this play out in international campus development? (May 2015):

<http://www.vickylewisconsulting.co.uk/a-mission-to-learn-from-the-world.php>

'Collaborating across organisational cultures to market your international campus – research-based recommendations for HEIs' (May 2015):

<http://www.vickylewisconsulting.co.uk/collaborating-across-organisational-cultures-to-market-your-international-campus.php>

'Embedding marketing in international campus development: lessons from UK universities' (May 2015):

<http://www.vickylewisconsulting.co.uk/embedding-marketing-in-international-campus-development.php>

Vicky Lewis Consulting ■ 23 Albemarle Road ■ Bournemouth ■ BH3 7LZ ■ UK

[www.vickylewisconsulting.co.uk](http://www.vickylewisconsulting.co.uk)

Tel. +44 7968 850924 ■ E-Mail [vickylewisconsulting@gmail.com](mailto:vickylewisconsulting@gmail.com) ■ Twitter @DrVickyLewis

# Vicky Lewis Consulting

## ■ Consultancy:

Information on Vicky Lewis Consulting service (International campus marketing: getting it right first time) available at:

<http://www.vickylewisconsulting.co.uk/specialist-expertise.php>

## OTHER PUBLISHED ARTICLES AND RESOURCES

### ■ Facts and figures about international campuses and transnational education:

C-BERT Global Higher Education website (<http://www.globalhighered.org/index.php>) and database (<http://www.globalhighered.org/branchcampuses.php>)

BIS (Department for Business, Innovation and Skills). *The value of Transnational Education to the UK*. BIS Research Paper No. 194. Nov. 2014

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/387910/bis-14-1202-the-value-of-transnational-education-to-the-uk.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/387910/bis-14-1202-the-value-of-transnational-education-to-the-uk.pdf)

British Council. *The shape of things to come – The evolution of transnational education: data, definitions, opportunities and impacts analysis*. Going Global 2013

[http://www.britishcouncil.org/sites/britishcouncil.uk2/files/the\\_shape\\_of\\_things\\_to\\_come\\_2.pdf](http://www.britishcouncil.org/sites/britishcouncil.uk2/files/the_shape_of_things_to_come_2.pdf)

### ■ Models and requirements for leading TNE projects (including international campuses):

Emery, V. and Worton, M. *Challenges for the leadership of transnational education in higher education: balancing risk and innovation*. Leadership Foundation for Higher Education Stimulus Paper. Jul. 2014

Howlett, L. and Cussons, M. *Developing Capacity for Leading International Projects in Higher Education*. Leadership Foundation for Higher Education, Small Development Projects 2011

Both available from Leadership Foundation website: <https://www.lfhe.ac.uk/en/research-resources/>

## FURTHER INFORMATION

For further information or simply a conversation about international campus marketing, please contact me on:

Email: [vickylewisconsulting@gmail.com](mailto:vickylewisconsulting@gmail.com)

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[www.vickylewisconsulting.co.uk](http://www.vickylewisconsulting.co.uk)

Tel. +44 7968 850924 ■ E-Mail [vickylewisconsulting@gmail.com](mailto:vickylewisconsulting@gmail.com) ■ Twitter @DrVickyLewis