

## 4. Selection of programmes with market potential

In the 'Quick Scan' report international trends and developments with regard to economic growth, fields of interest and demographic developments were analysed. Based on this report we can conclude that for international trends in certain fields, there is a large international market for Engineering & Technology and Business & Economics. As the University of Groningen does not offer proper Engineering degrees, a focus on Science & Technology instead seems to be a better choice.

Choosing programmes in these disciplines may ensure critical mass. However, there are other important criteria for our selection of programmes:

- reflect our University's comprehensive nature,
- have good current success rates,
- represent our three university themes, expressing our societal engagement
- have future potential (we think a programme will be popular in future),
- illustrate our values and characteristics,
- and, as mentioned above, are part of the fields of Science & Technology and Business & Economics.

Based on these criteria, we suggest that the following will be selected as programmes that illustrate our values and characteristics - we tried to combine cash cow programmes with 'niche' programmes, on a university wide level:

### Bachelor

BA Arts, Culture and Media

BSc Physics

BSc Chemical Engineering

BSc International Business

LLB International & European Law

BSc Psychology

BSc Medicine

BA and BSc Liberal Arts and Sciences (University College Groningen)

### Master

MSc Computing Science

MSc Mathematics

MSc Energy & Environmental Sciences

MSc Molecular Biology and Biotechnology

MSc Nano Science

MSc Supply Chain Management

MSc International Economics & Business

LLM International Law and the Law of International Organizations

LLM International economic & business law

MSc Psychology  
RM Human Behaviour in Social Context  
MSc Educational Science  
MA International Relations  
MA Archaeology  
MA Clinical Linguistics  
MA Religion, Conflict & Globalisation  
MSc Population Studies  
MSc Real Estate Studies  
MSc Medical and Pharmaceutical Drug Innovation  
MSc Human Movement Sciences  
MA Philosophy

Honours College

This selection of programmes is discussed within the COS (those Faculty Board members of all the Faculties who are responsible for education). The intention is, to first use the selection of programmes for a year. After one year we will evaluate this selection and decide if we continue with the same programmes, or change some.

## 5. Target countries

As the university does not have the resources to be active around the world (besides online) it is necessary to establish a shortlist of focus countries, mainly for in-country visits (including visits to partner universities, scholarship organisations, fairs, etc.), for prioritising our workflow (e.g. reply to information requests of students from focus countries first) and necessary budgets. It is important to take the following factors into account:

- countries where we recruit successfully
- market potential
- demographic and economic developments
- connection of education systems
- quality of students
- government scholarship programmes
- current experiences and partnerships
- diversity in students' backgrounds
- etc.

Based on these criteria, our own experiences within the Working Group and experiences from the University wide IMO (International Marketing Overleg), we suggest focusing our marketing activities and in-country visits on the following countries:

A. Current countries where the University of Groningen already attracts many good international students from (see 'Quick Scan' report):

- Bulgaria (University of Groningen is only Dutch university with significant inflow)
- China
- Germany
- Indonesia
- Mexico (University of Groningen is only Dutch university with significant inflow)
- Romania
- Saudi Arabia (University of Groningen is only Dutch university with significant inflow)
- UK
- USA

The Korean (decreasing market) campus can be used as a hub for recruitment in other parts of Asia and for students who will enroll at the campus in Korea.