

GlobalEd's Multi-site Program Campaign



Tiger PRide

Millie Hallmark, Mary Daniels Leach, Meghan Mcfadden,
Deonna Dorsett, Jordan Thomas

Overview

- 1 Situational Analysis
- 2 Research
- 3 Planning
- 4 Implementation
- 5 Evaluation

CAMPAIGN OVERVIEW

- Our campaign focuses on introducing a new multi-site study abroad program through GlobalEd.
- Our main goal is to increase awareness and interest in this new program among Auburn students
- Through our campaign, we want students to learn more about GlobalEd and the opportunities it offers
- We will primarily use social media content and campus promotion to reach students where they already spend time

Target Audience

The “Influencer”: Program and University Representatives

The “Decision-Maker”: The prospective student

The “One Who Pays”: Typically the parent, sometimes the student

Important Content From Situational Analysis

Our team performed an extensive, in-depth analysis of the client's situation prior to building our campaign plan. Our findings helped us create a tentative plan that was used as the "skeleton" for our campaign, which we were able to flesh out using further research.

Original Suggestions:

- **Goals:** Increase awareness, increase digital marketing, and target faculty members as potential sponsors.
- **Objectives:** 30 signups for 2027, increase Instagram followers and Youtube views, at least 30 responses to survey, and have 1-3 faculty members sign up to sponsor.
- **Strategies:** Increase social media presence, incorporate in-person promotion, email promotion to parents, add more information to the website.
- **Tactics:** Student-centered storytelling, On-campus organization visits, social media enhancement, blogs.

Research

To get authentic insights from the Auburn University School of Communications and Journalism (CMJN) students who would be offered this opportunity, we sent a survey to all students within the school they could answer anonymously via email.

- Included question formats such as multiple-choice, Likert-scale, and open ended questions
- Topics covered:
 - Students' previous experiences with study abroad
 - Students interest levels and perceived barriers
 - Willingness to pay
 - Preferred methods of communication
 - We also collected basic demographic information such as age, year of study, ethnicity, and gender.
- Out of 47 students, the majority were in their late teens to early 20s, juniors, and 80% were female. The majority of participants were caucasian. This reflects the demographics reported by the university for CMJN.

KEY LEARNINGS

From Research

- Most of our participants have never studied abroad before
- Auburn Abroad was the most used study abroad provider
- Cultural experiences and meeting new friends was the best part according to most responses
- Most complaints have to do with the costs associated with study abroad
- Most students learn about programs through peers, professors, or online advertising/social media

PLANNING

Goals: Increase interest & awareness in the program, increase overall brand awareness and engagement

These goals will be achieved using SMART objectives.

Key Message: Studying abroad is a fun, safe, and completes academic degree requirements that helps gain valuable professional and cultural skills.

This key message will be conveyed throughout multiple tactics across the campaign.

Approach: Connect with as many AU CMJN students as possible through both inperson and digital tactics.

CAMPAIGN OBJECTIVES

1

OBJECTIVE

Have at least 25 Instagram/Facebook posts/stories published by February of next year in order to increase awareness and interest in the multi-site program. (behavioral)

3

OBJECTIVE

Gain at least 30 followers on Instagram and Facebook by September to improve traction and awareness on digital platforms. (behavioral)

5

OBJECTIVE

Have at least 12 students apply with 10 committing to the new multi-site program by December of 2026 (behavioral).

2

OBJECTIVE

At least 60% of students have a positive opinion of GlobalEd after chapter visits by December of 2026. (Attitude)

4

OBJECTIVE

Have at least 10 chapters/on campus organizations know about the study abroad program by December of 2026. (informational)

Implementation

In order to reach our objectives we developed five traditional PR tactics and five social media tactics designed to increase awareness, interest, and engagement, all while effectively reaching Auburn students both on campus and online.

TRADITIONAL TACTIC #1

Flyers

- Placed in high-traffic campus areas with QR codes for easy access



TRADITIONAL TACTIC #2

Brochures–Handed out at events to provide more detailed program info

The Program

Fill space with accurate and specific information once the trip is designed. Include trip duration, costs, excursions, accommodations, opportunities for independent travel, classes offered. Fill any empty space with 1-2 photos of students from past trips.

Seville



Seville is the artistic, cultural and financial capital of Southern Spain. The city is renowned for its warm climate and friendly culture, making it an ideal setting for language learning, cultural integration and professional development. A stroll through the city's winding cobblestone streets reveals a wide array of bustling sidewalk cafes and tapas bars, spontaneous flamenco performances and an active nightlife. Internationally known for the grandeur of its Easter Week processions and April Fair, Seville offers a variety of rich cultural experiences set against historical Roman, Muslim, and Jewish influence.

Bologna



Bologna, known as the "La Dotta, La Grassa, La Rossa" (The Learned, The Fat, The Red), offers a rich academic and cultural experience. Home to the oldest university in the world, it is a vibrant city where students can immerse themselves in Italy's intellectual history while enjoying its renowned culinary traditions. Bologna's central location makes it an ideal hub for travel, offering easy access to Florence, Venice, and Milan. With its welcoming atmosphere and rich heritage, Bologna is the perfect destination for students and faculty looking to combine education with cultural exploration.

ABOUT GlobalEd ABROAD

Take your career potential to the next level.

GlobalEd Abroad is dedicated to elevating your academic journey into a springboard for professional achievement. Our tailor-made education abroad programs are designed to enhance your career prospects, offering marketable skills and enriching experiences that align with your academic goals. Embrace the opportunity to stand out in the professional realm with our diverse range of internships and service-learning programs across continents. With GlobalEd, your overseas experience transforms into a powerful asset for your future career, setting the stage for success in every interview. Join us and turn your academic endeavors into key milestones of your professional journey.

What's included?

- 24/7 SUPPORT AND DEDICATED STAFF**
Comprehensive assistance from health and safety to program logistics throughout the program.
- ACTIVITIES AND EXCURSIONS**
Local and regional excursions to enrich cultural and academic learning.
- CLASSROOM ACCESS**
Modern teaching facilities with essential resources.
- COMPREHENSIVE ORIENTATION**
On-site assistance covering safety, cultural norms, and program logistics.
- CUSTOMIZABLE PROGRAM DESIGN**
Tailored itineraries and experiences to meet faculty and academic goals.
- HEALTH AND LIABILITY INSURANCE**
Coverage to ensure participants' peace of mind during their international experience.
- HOUSING ARRANGEMENTS**
Curated and secure accommodations offering immersion opportunities for students and faculty.
- INTERNSHIPS OR TEAM PROJECTS**
Hands-on opportunities for students to apply their learning in real-world settings.
- MARKETING SUPPORT**
Assistance in promoting the program to attract student participation.
- SITE VISITS AND GUEST SPEAKERS**
Interactive learning and networking opportunities.

STUDY ABROAD IN SUMMER 2027

BOLOGNA, ITALY



SEVILL
SPAIN

SCAN FOR MORE INFORMATION



TRADITIONAL TACTIC #3

Press release

Sent to local and student media to build credibility and awareness

AUBURN, Ala. – March 2026 – Study abroad provider GlobalEd Abroad and Auburn University have announced their continued partnership on a new multi-site study abroad program set to launch in the summer of 2027, offering students the opportunity to study in Seville, Spain and Bologna, Italy. The program is being developed in close partnership with professors in the College of Liberal Arts to offer students an engaging academic experience.

This program will offer an immersive international academic experience, allowing students to engage with European cultural and educational environments, and gain applicable professional skills. Based in two cities, this program aims to broaden students' international cultural and professional understanding through career-focused coursework and a variety of activities such as historical tours and interactions with local professionals in their desired fields.

This collaboration with GlobalEd Abroad reflects the College of Liberal Arts' continued dedication to offering students structured international learning opportunities that are supported by university faculty and accredited institutions abroad.

Founder of GlobalEd Abroad Steven Davis told [GoAbroad.com](https://gloaledabroad.com/) in a 2022 interview he started his company in 2009 because he “always loved the idea of having the creativity to create dynamic, engaging and affordable programs.” This collaboration will help further that mission.

Those interested can learn more about GlobalEd Abroad's programs, history, safety measures, or previous student's experiences through their interactive blogs on their website: <https://gloaledabroad.com/> or contact Dr. Brunner to learn more information about how to apply for their new summer program through her email: brunnbr@auburn.edu.

TRADITIONAL TACTIC #4

Email Campaign

Direct communication with students about program details and deadlines

Subject line: GlobalEd Multi-Site Program

Good afternoon CMJN students,

Have you ever thought about studying abroad but couldn't choose just one place?

The GlobalEd multi-site program gives you the chance to study in multiple countries during one experience, including destinations like Spain and Italy.

Through this program, you'll earn academic credit while gaining real-world experience, exploring new cultures, and building skills.

We know studying abroad can feel overwhelming, so GlobalEd offers support every step of the way.

What you'll gain:

- Academic credit toward your degree
- International experience
- Professional and personal growth
- A chance to travel and explore multiple destinations

If you're even a little interested, now is the time to start looking into it.

Learn more and apply here: <https://globaledabroad.com/apply-now/>

Follow us on Instagram: <https://www.instagram.com/globaledprograms/>

Application deadlines are coming up soon, so don't wait too long!

If you have any questions, feel free to reach out to Dr. Brunner-Johnson through her email: brunnbr@auburn.edu.

Chapter Visits

Face to face connection with students to improve credibility and reliability

[illegible]

NON-TRADITIONAL TACTIC #1

Student Testimonials (“Story behind the Photo”)– Builds authenticity and relatability



Jane Doe
Sophomore
Auburn University

NON-TRADITIONAL TACTIC #2

Hashtag Strategy- Expands reach and strengthens brand recognition

 **globaledabroad** ...



♡ 💬 📌

globaledprograms: Come study abroad with us in Seville, Spain and Bologna, Italy in Summer of 2027!
#LiveGlobal #AbroadAndBeyond
#WhyGlobalEd #GlobalEdAbroad
#GrowAbroad #travel #studyabroad

 **janedoe123** ...



♡ 💬 📌

janedoe123: So much fun studying abroad!
#LiveGlobal #AbroadAndBeyond
#WhyGlobalEd #GlobalEdAbroad
#GrowAbroad

NON-TRADITIONAL TACTIC #3

Countdown Posts– Creates urgency and excitement around deadlines

It's Almost Time...

"EXPERIENCE the world and ADVANCE your career"

59	23	59	59
DAYS	HOURS	MINUTES	SECONDS

UNTIL THE FIRST DAY OF CLASS. SUMMER 2026.

[TAP THE LINK TO APPLY OR LEARN MORE](#)



NON-TRADITIONAL TACTIC #4

Polls and Q&A Stories– Encourages interaction and answers student concerns

**EVER THOUGHT
ABOUT
STUDYING
ABROAD?....**

Yes

No

Maybe



GlobalEd Multi-Site Program

**WHERE
WOULD YOU
RATHER GO?**



Seville, Spain

Bologna, Italy



GlobalEd Multi-Site Program

**OH WAIT!
WHY CHOOSE
ONE WHEN YOU CAN
CHOOSE BOTH!**

For more information
on GlobalEds
multi-site program
click here:

[MULTI-SITE
PROGRAM](#)



GlobalEd Multi-Site Program

NON-TRADITIONAL TACTIC #5

Content Calendar– Ensures consistent posting (25+ posts by February)

Content Calendar						
Month:						
01 Instagram Poll ex: 	02	03 application countdown posts 	04	05 Q&A Stories	06	07
08	09 Behind the photo post	10	11 Day in the life abroad	12	13	14
15 Instagram Polls ex: 	16	17 application countdown post 	18	19 Q&A Stories	20	21
22	23 Behind the photo post	24	25 Day in the life abroad posts	26	27	28
29 Instagram Polls ex: 	30	31 application countdown post 		Q&A Stories		

Evaluation

Objective 1: Success can be measured by monitoring the engagement and viewership on Instagram and Facebook.

Objective 2: If 60% of the responses from the survey have positive attitudes after filling out the short survey, then it will be considered successful.

Objective 3: Success for this objective can be measured by tracking the amount of followers and reaching the goal amount.

Objective 4: This objective can be measured by seeing how many students fill out the sign up sheet after the chapter visits.

Objective 5: Tracking the number of completed applications and confirmed program commitments will measure the success.

THANK
YOU!

We hope this campaign and research will help GlobalEd better understand what students are looking for while also supporting a smooth and successful rollout of the new multisite program. Additionally, we believe these insights and deliverables can extend beyond Auburn's campus and be applied to other universities as GlobalEd continues to grow. Thank you so much for your time.