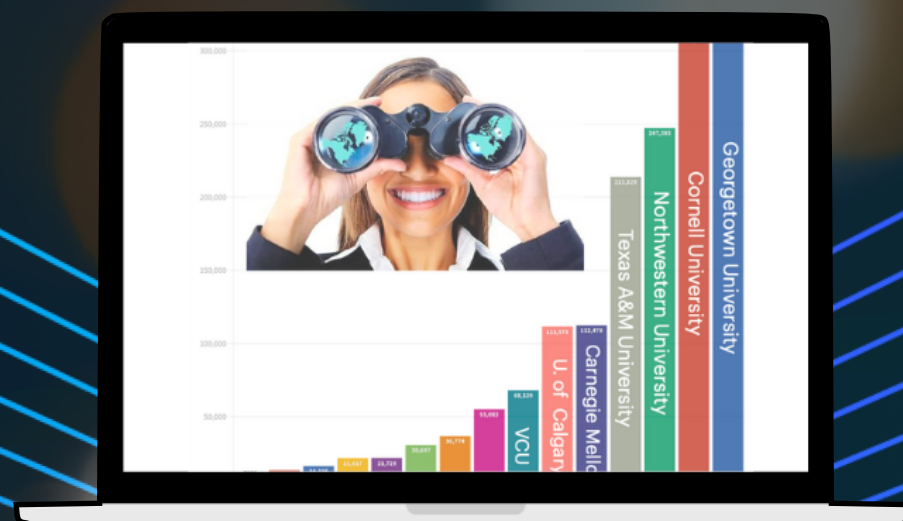


Ranking Universities by Brand Visibility in Qatar

American
Caldwell



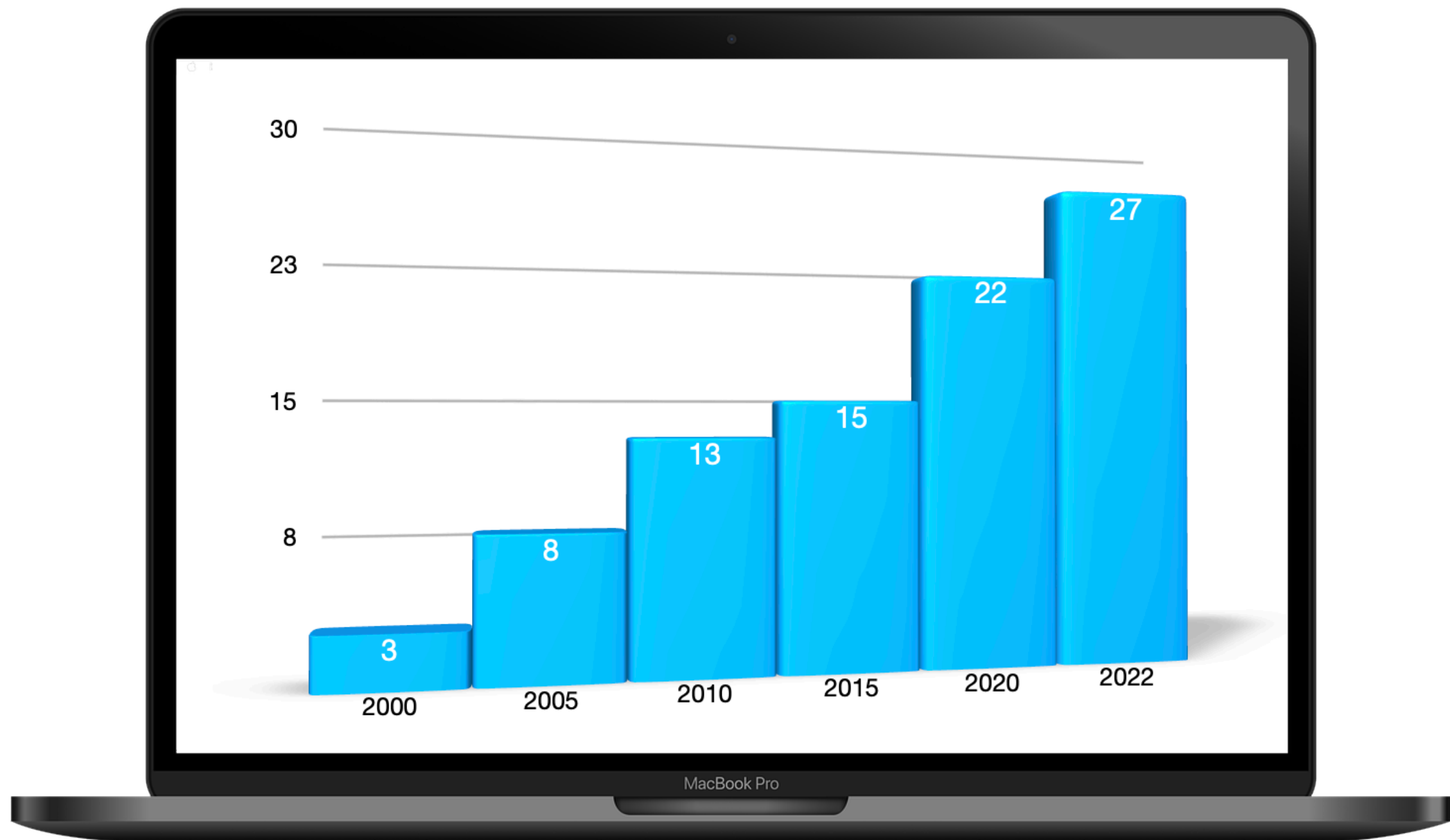
June 2022

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**EDUCATION IS A
CORNERSTONE FOR
OUR DEVELOPMENT
AND ADVANCEMENT**

Sheikha Moza

The Growth of Universities in Qatar Since 2000



Education City - Pioneering A New Concept



Education City has a campus several times larger than the Municipality of Monaco

NEWS

At Doha's Education City, 'pioneers' cut Western education path

Greg Toppo USATODAY

Published 5:14 p.m. ET Nov. 24, 2015 | Updated 6:37 a.m. ET Nov. 25, 2015



Students at Education City in Doha, Qatar, talk in a public area shared by Northwestern University and Carnegie Mellon, two American universities that have opened campuses in the building. *Greg Toppo, USA TODAY*



Sections

Education

Valerie Strauss

Jay Mathews

Education

In Qatar's Education City, U.S. colleges are building an academic oasis

By **Nick Anderson**

December 6, 2015



The Multiversity

University	Specialty	URL	Year in Qatar
Virginia Commonwealth University	Degree programs in Fashion Design, Interior Design, Painting and Printmaking and Art History	https://www.vcu.edu/	1998
Cornell University	A six-year medical program integrating pre-medical and medical curricula that leads to the Cornell University Doctor of Medicine degree (M.D.)	https://www.cornell.edu/	2001
Texas A&M University	Chemical Engineering, Electrical and Computer Engineering, Mechanical Engineering and Petroleum Engineering. Optional minors including Entrepreneurship (in collaboration with CMU-Q).	https://www.tamu.edu/	2003
Carnegie Mellon University	Computer Science, Business Administration, Information Systems, Computational Biology and Biological Sciences (in partnership with WCM-Q)	https://www.cmu.edu/	2004
Georgetown University	International Politics, International Economics, International History, Culture and Politics. Select optional minors and certificate programs including Media and Politics (in collaboration with NU-Q). Professional Education courses as well as numerous multiple Executive Education Certificates.	https://www.georgetown.edu/	2005
Northwestern University	Communication and Journalism. Optional minors including Africana Studies and Media and Politics (in collaboration with GU-Q).	https://www.northwestern.edu/	2008

“The best thing American higher education has done in my lifetime”
Former U.S. Ambassador to Qatar, Patrick Theros

Where Qatar's Graduates Work After Graduation



Nearly 70% of Qatar's higher-education graduates are women and Texas A&M in Qatar has graduated more than 1000 engineers since inception



Blog

What's in a name? The value of a good university brand

When it comes to student attraction, a university with a well-respected brand has an enormous advantage. But it takes more than a catchy slogan to stand out from the crowd

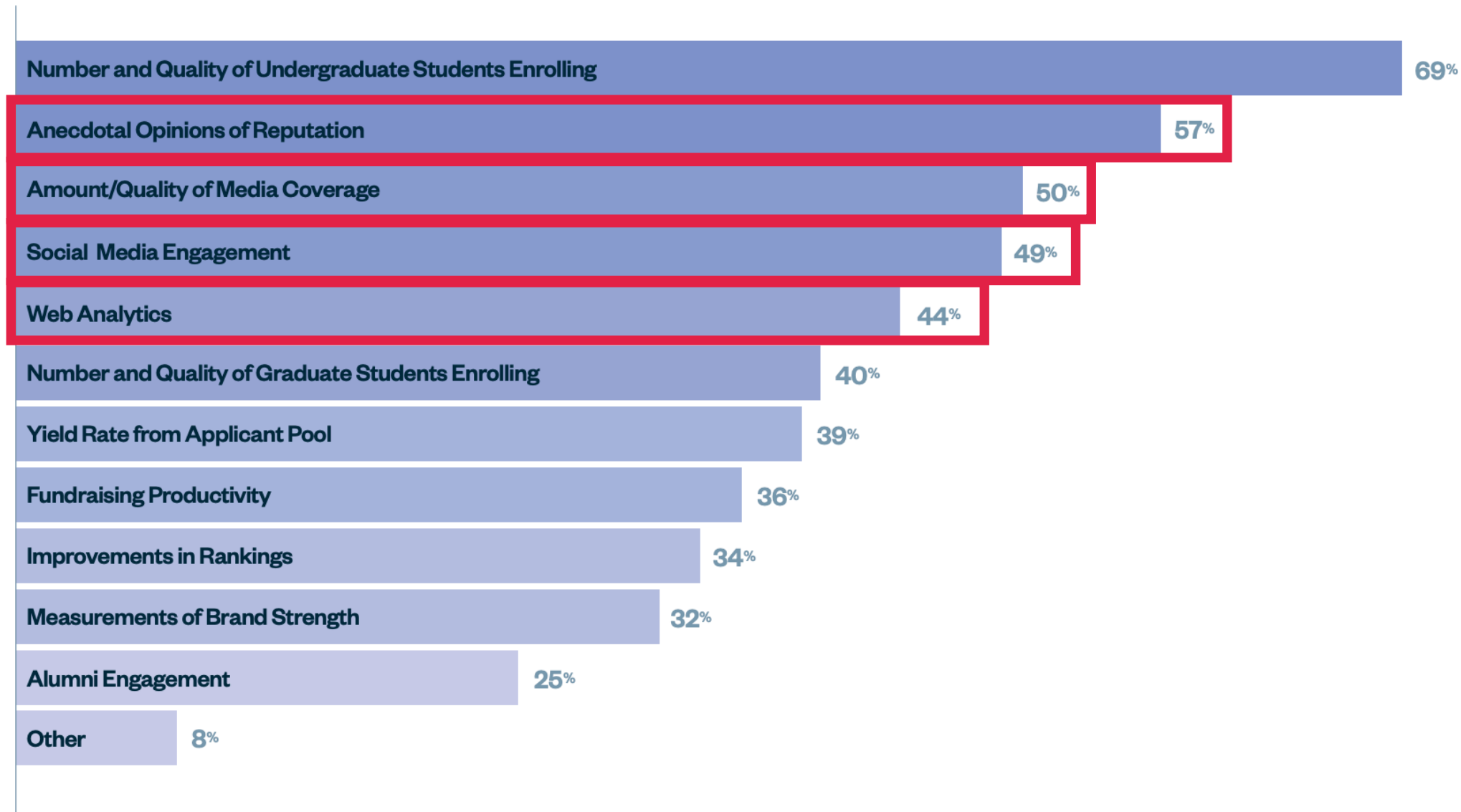


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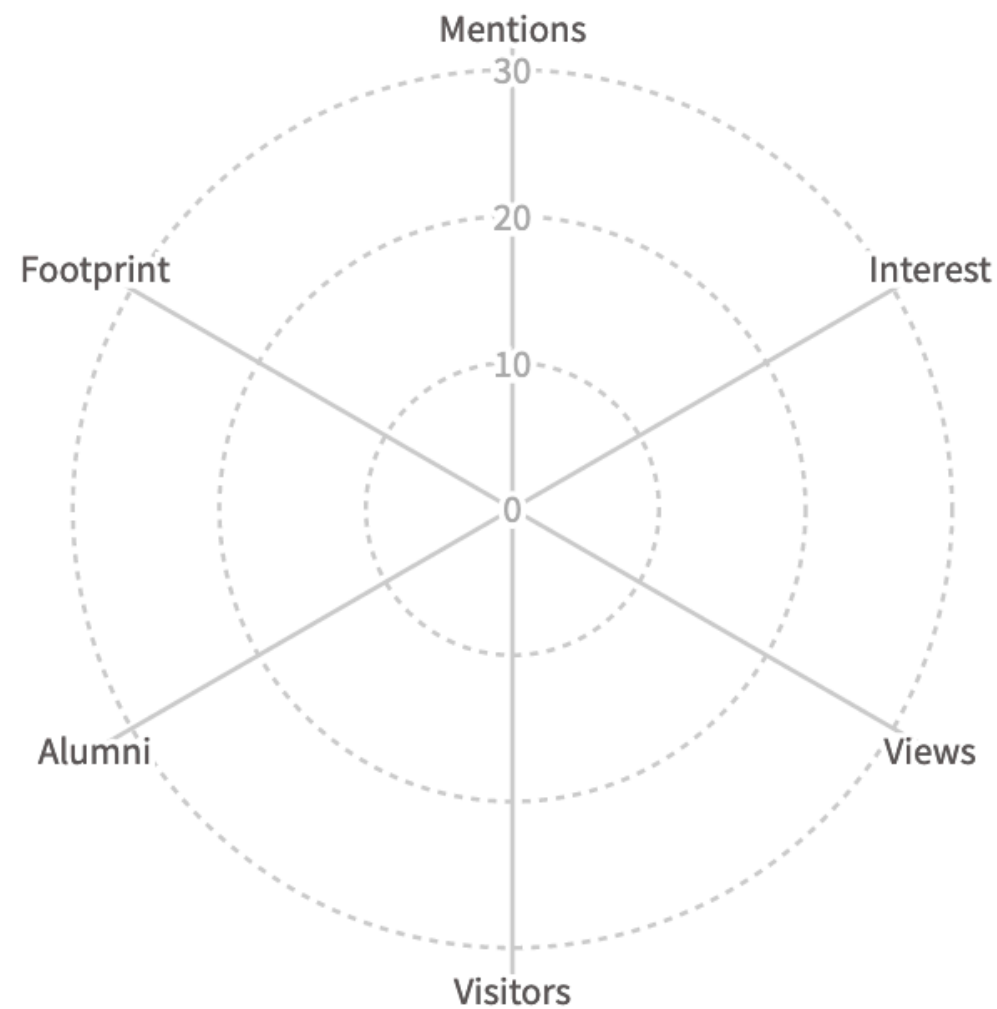
**BRAND AND
REPUTATION
ARE IN MANY
WAYS, THE
GLOBAL
CURRENCY
OF HIGHER
EDUCATION**

What Metrics Are Important To University Presidents?

Top metrics used by the president or chancellor to gauge the success and impact of the marketing department:



Ranking Universities Across Six Metrics to Determine Overall Visibility

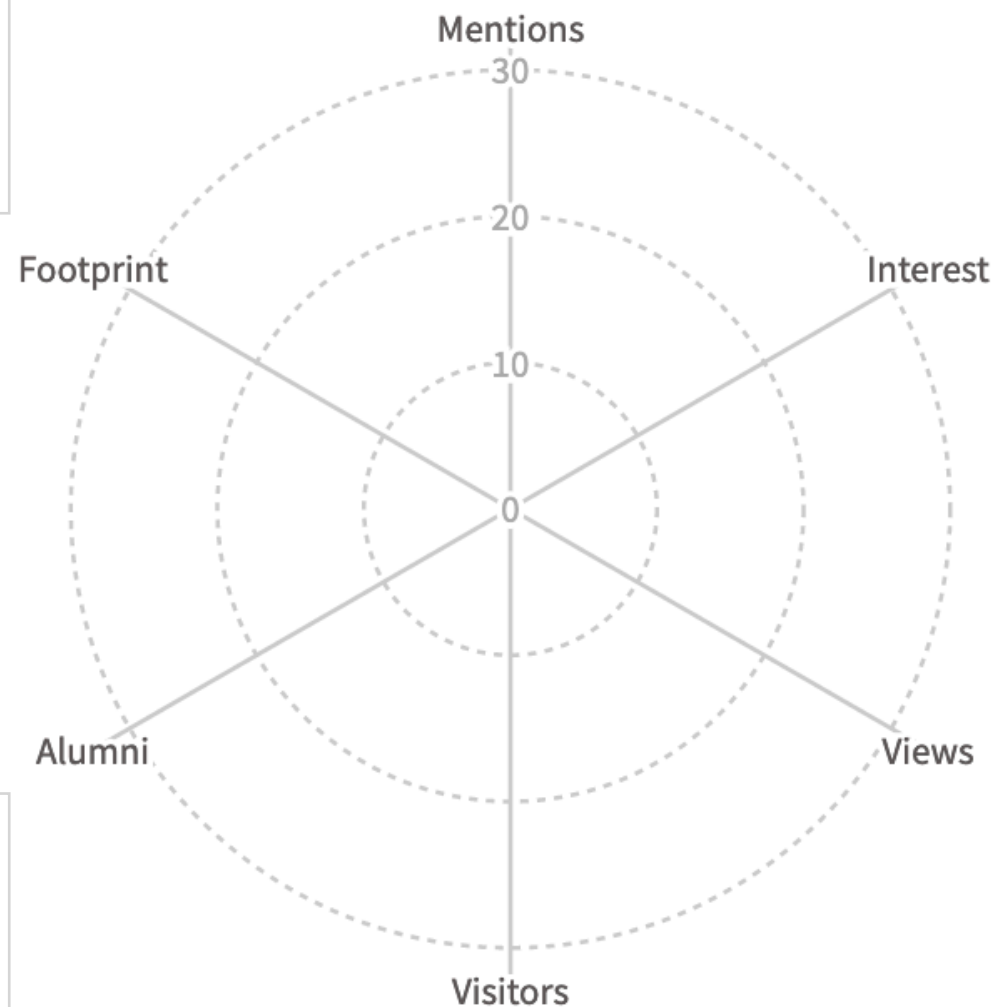


Ranking Universities Across Six Metrics to Determine Overall Visibility

Reflects the amount of news media coverage in the previous calendar year

Reveals the amount of university information publicly visible online

Measures the number of online searches about the university



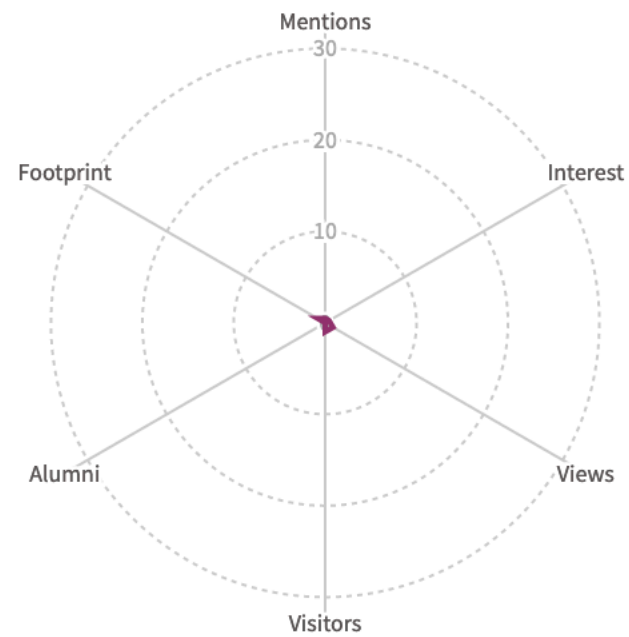
Indicates the number of university alumni active on LinkedIn

Calculates the combined amount of YouTube views on the university channel

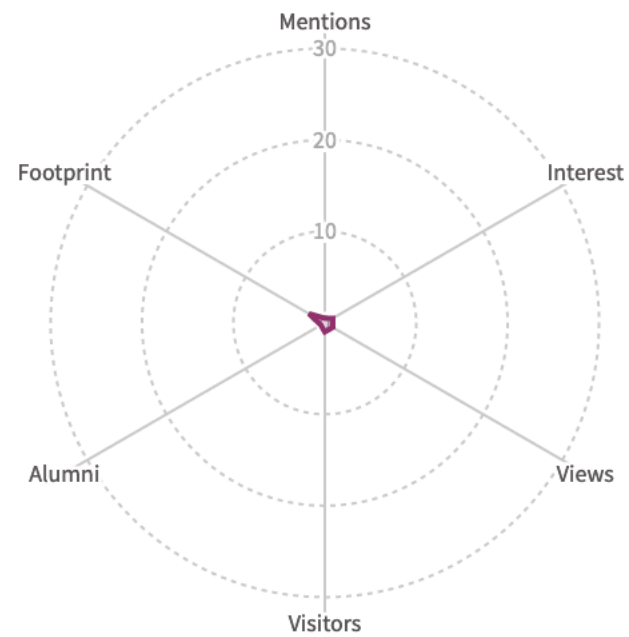
Represents the number of people who visited the university website

Visibility of Universities

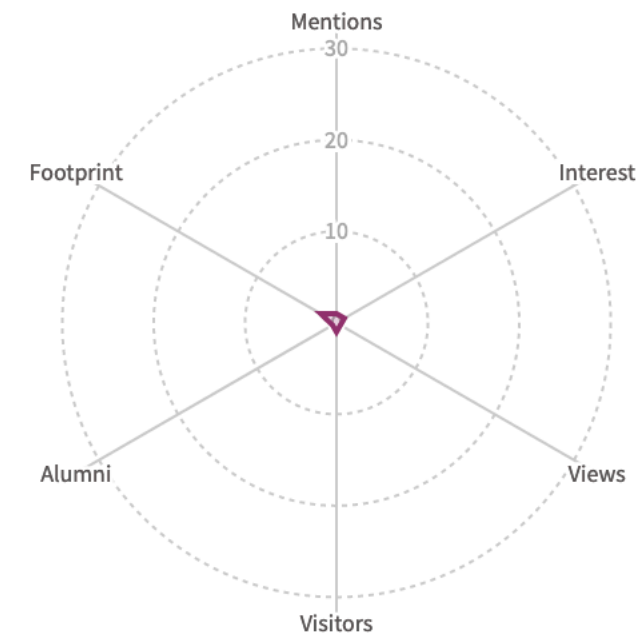
Lusail University



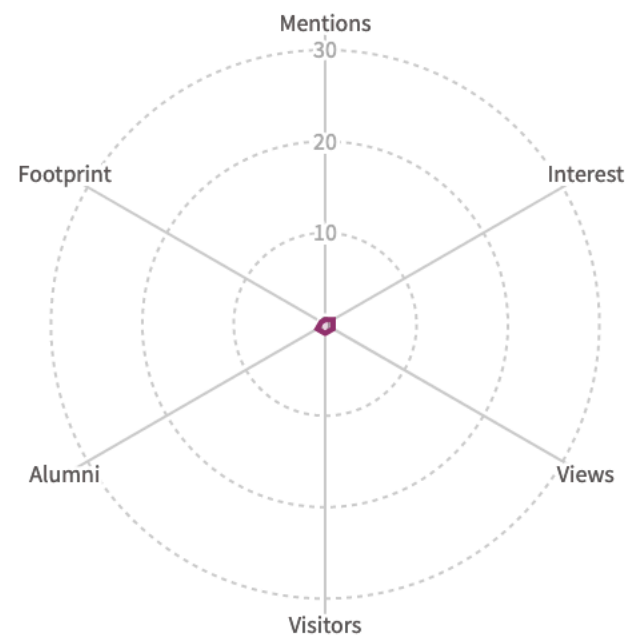
Community College of Qatar



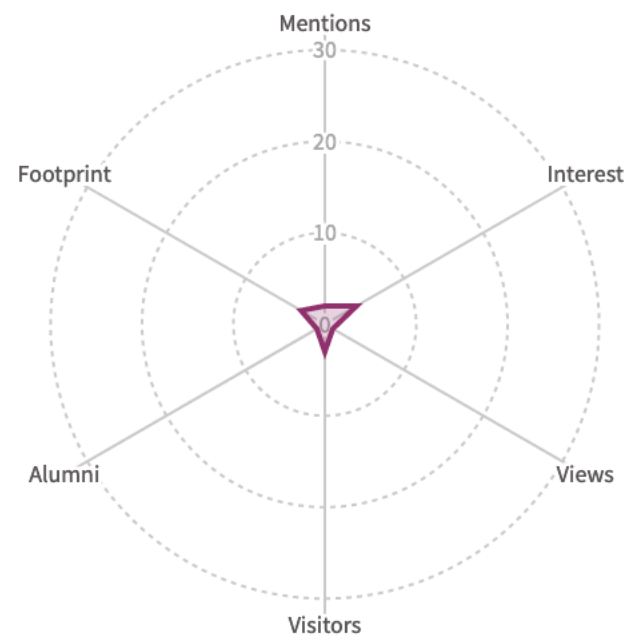
Doha Institute for Graduate Studies



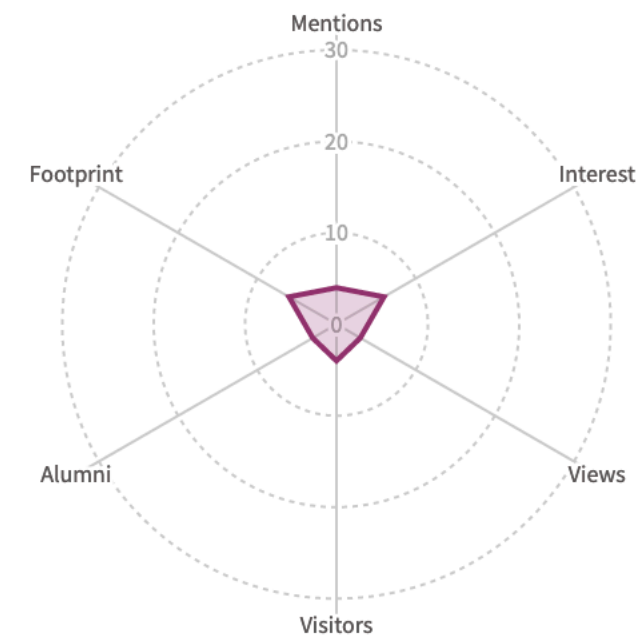
Univ. of Doha for Science and Technology



Hamad Bin Khalifa University



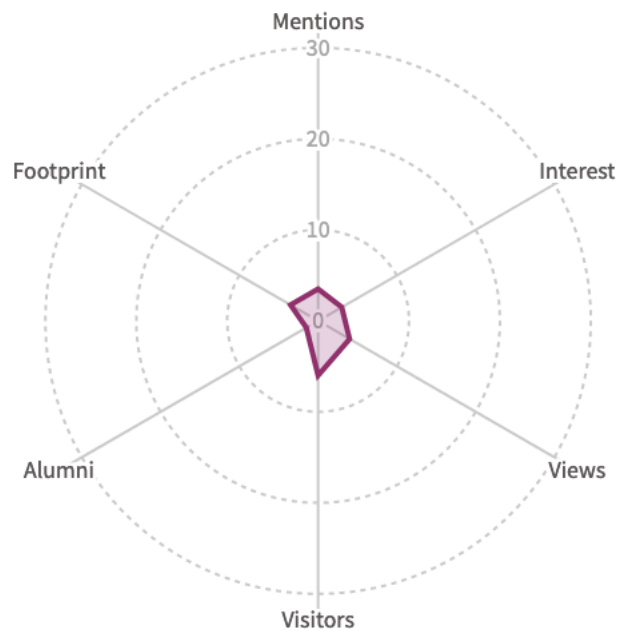
Qatar University



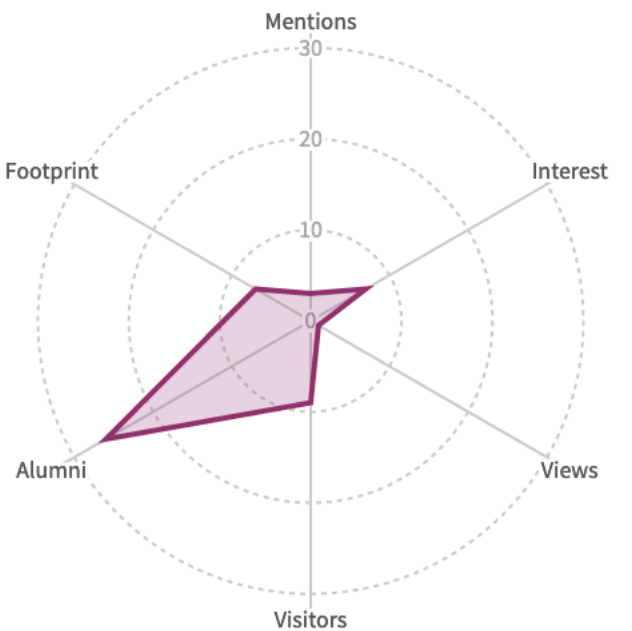
Qatar

Regional Comparison

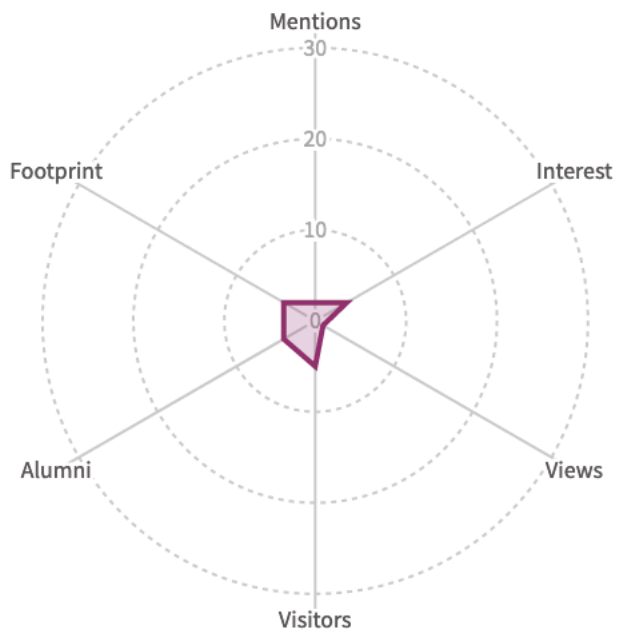
King Abdullah U. of Science and Technology



King Abdulaziz University



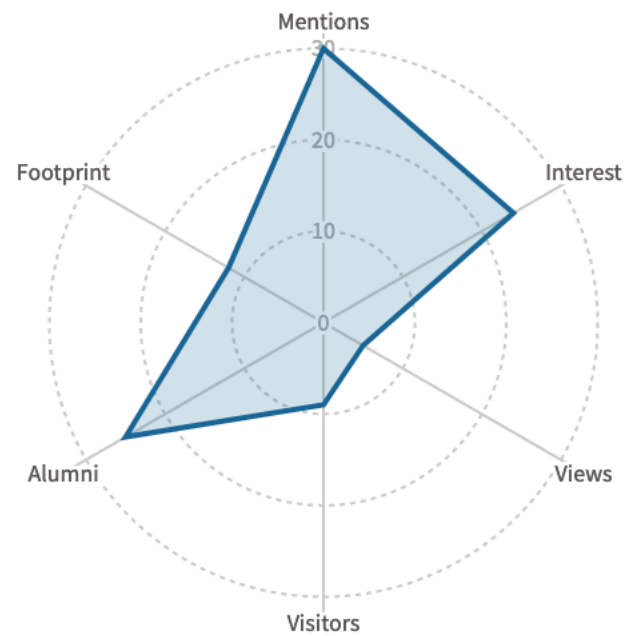
United Arab Emirates University



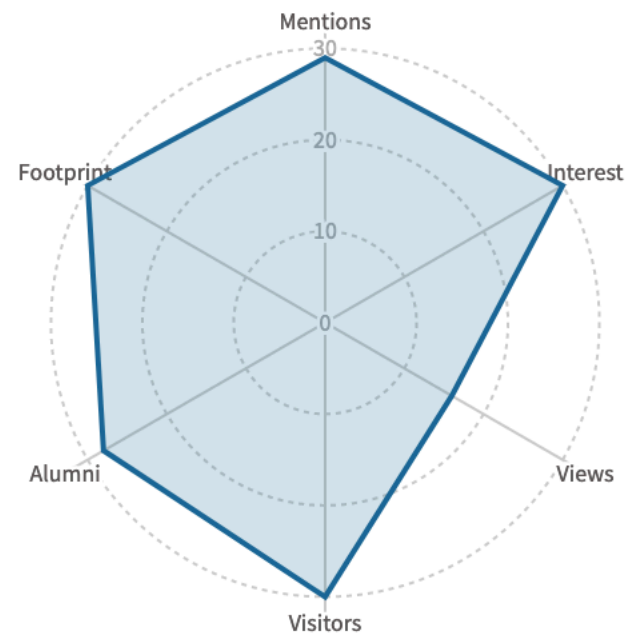
Saudi and UAE

Visibility of Universities

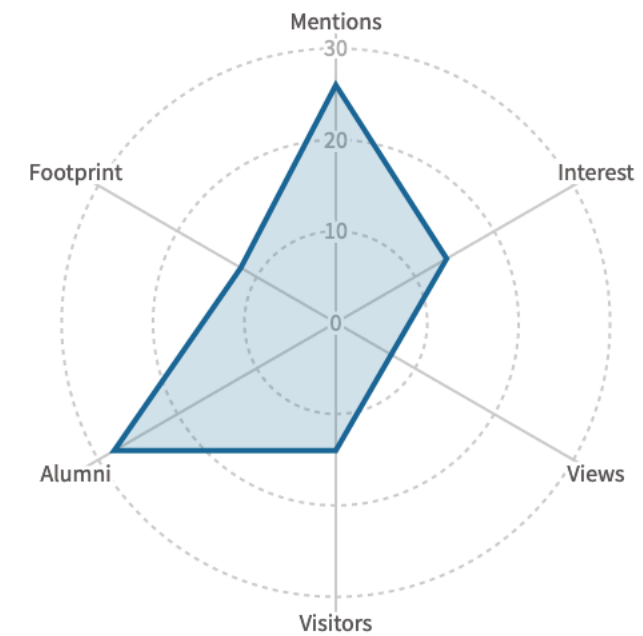
Georgetown University



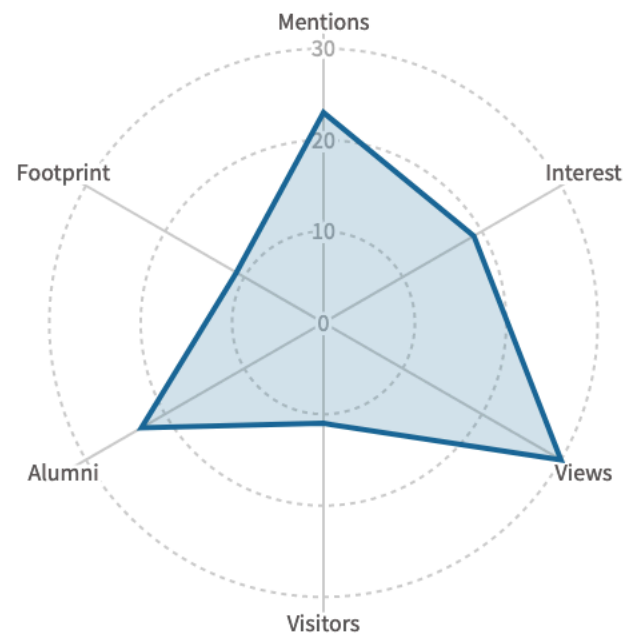
Cornell University



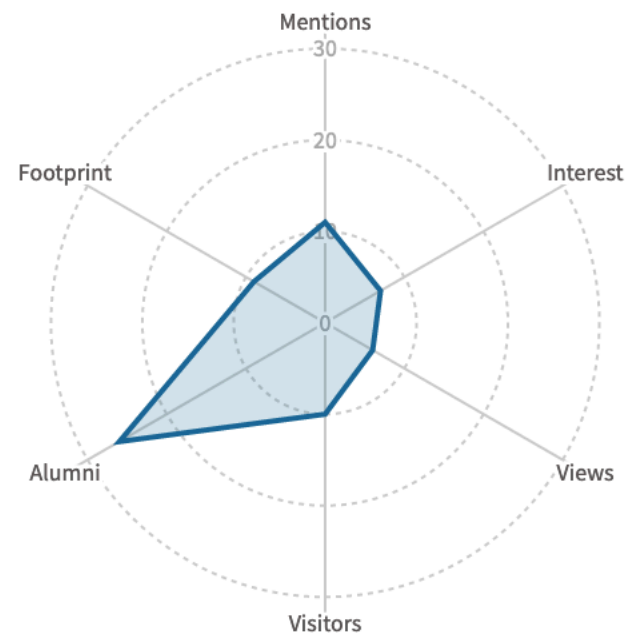
Texas A&M University



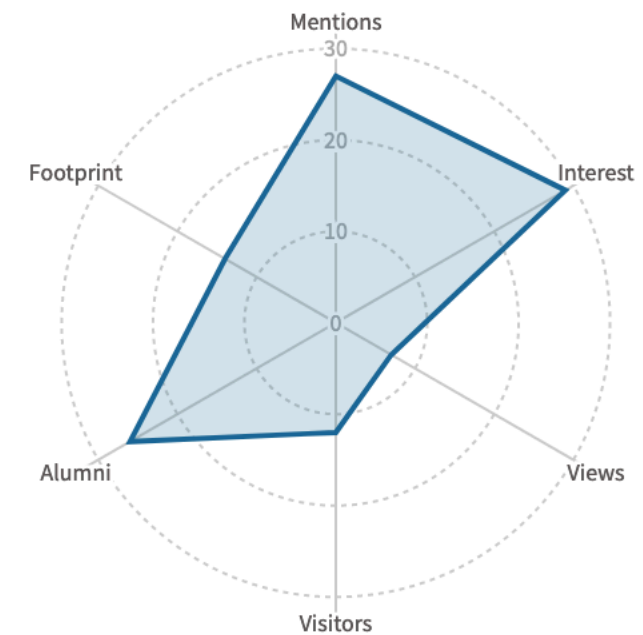
Carnegie Mellon University



Virginia Commonwealth University

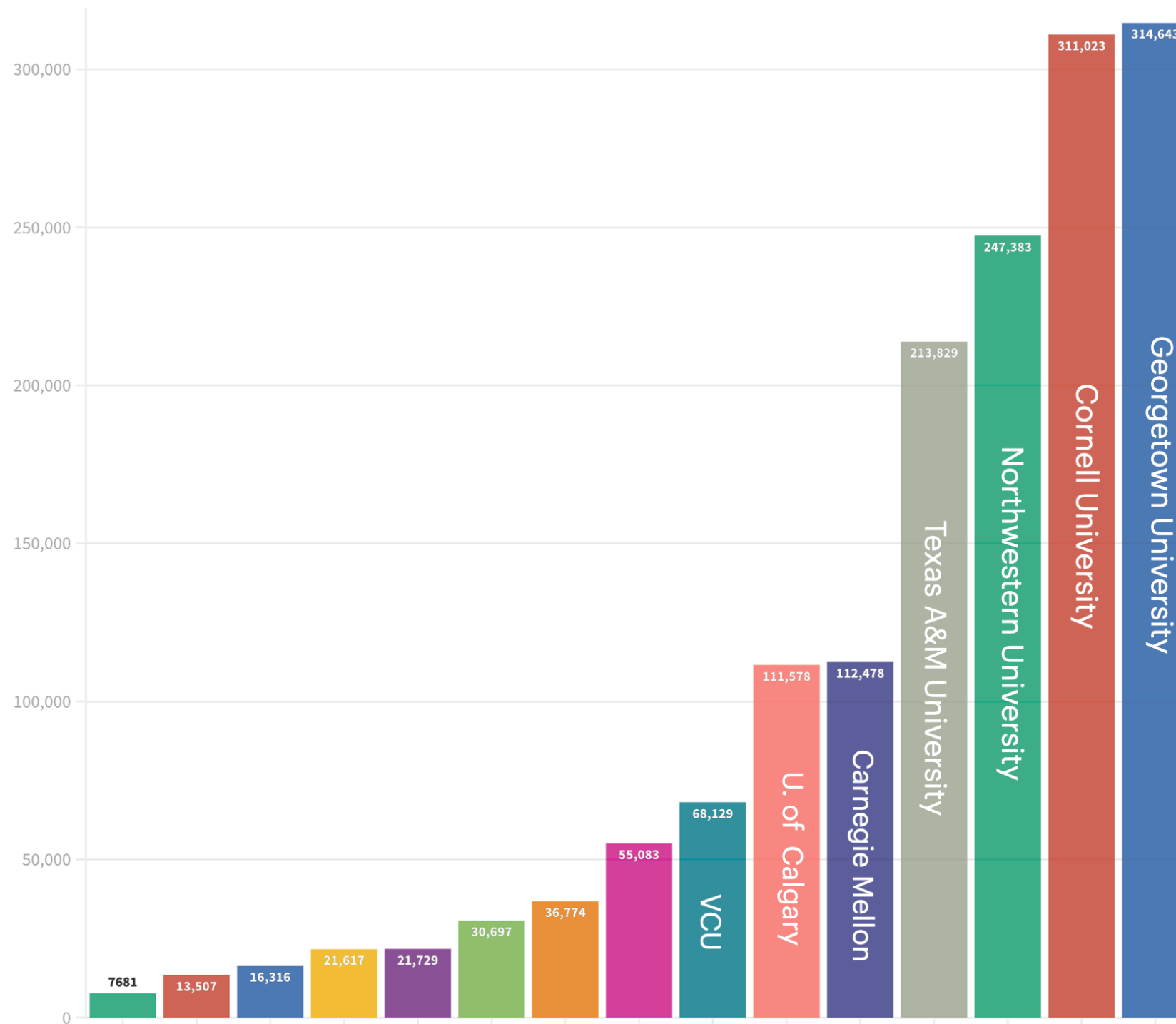


Northwestern University

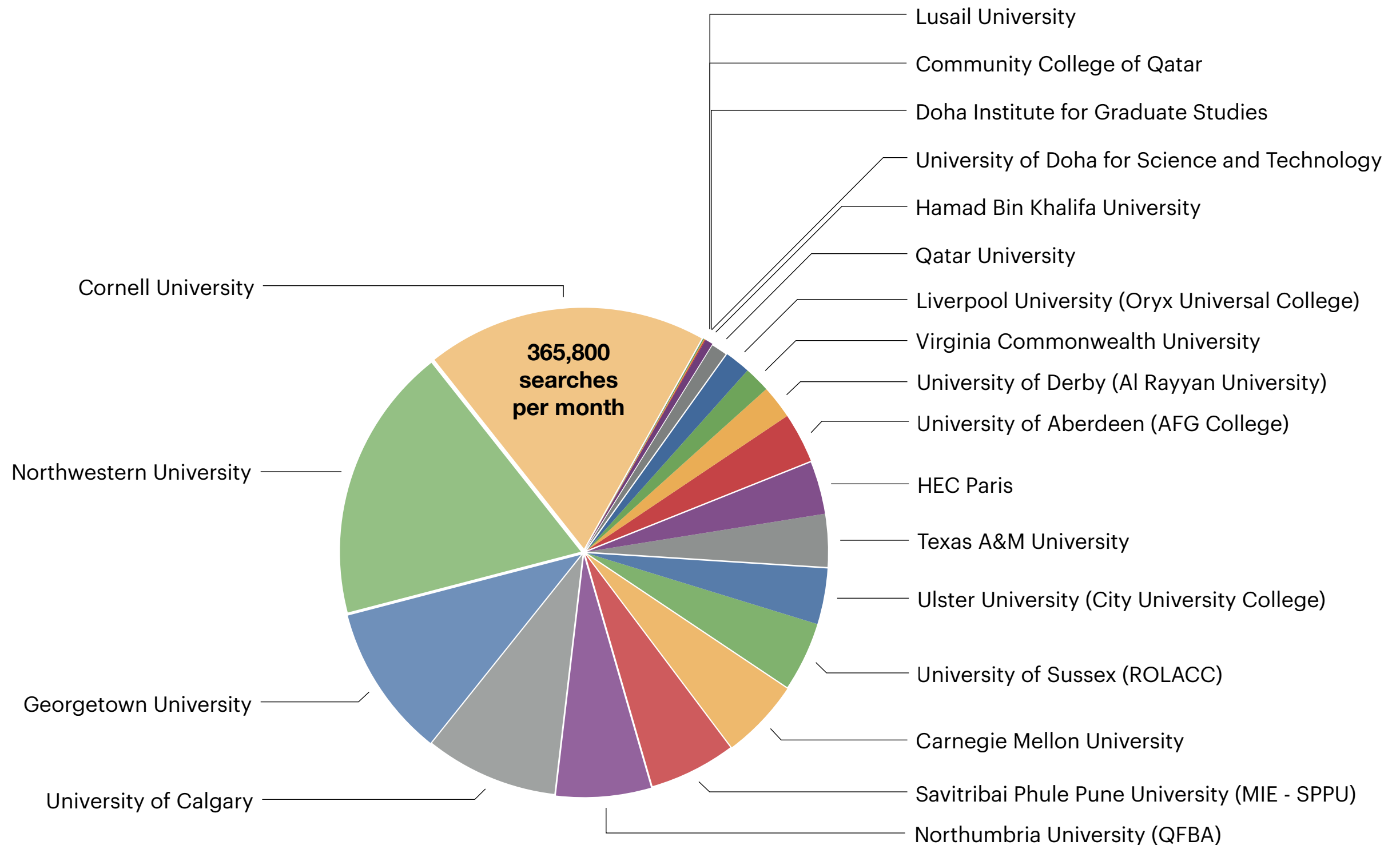


Poll Questions

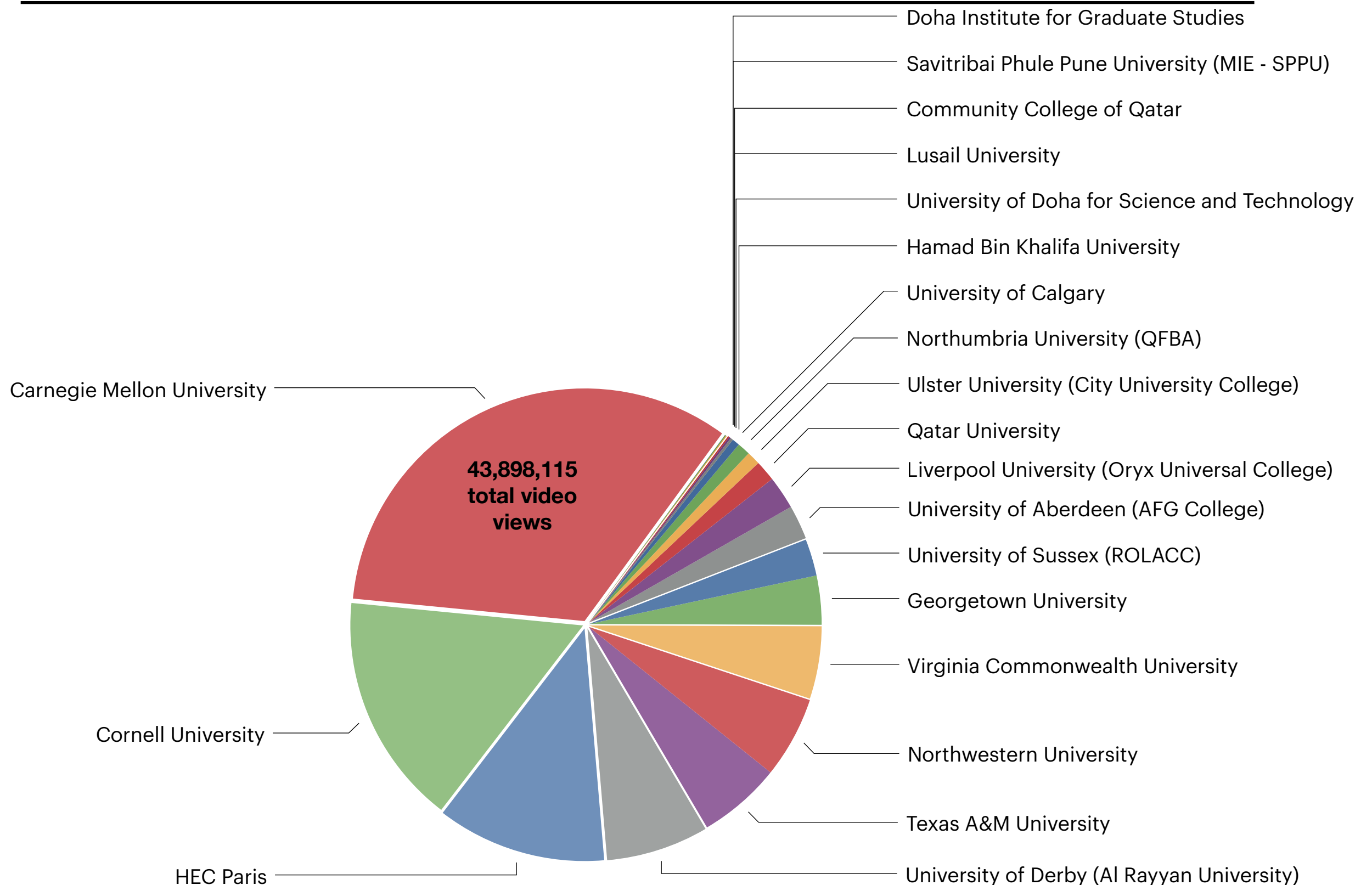
Which University Has the Most Media Mentions?



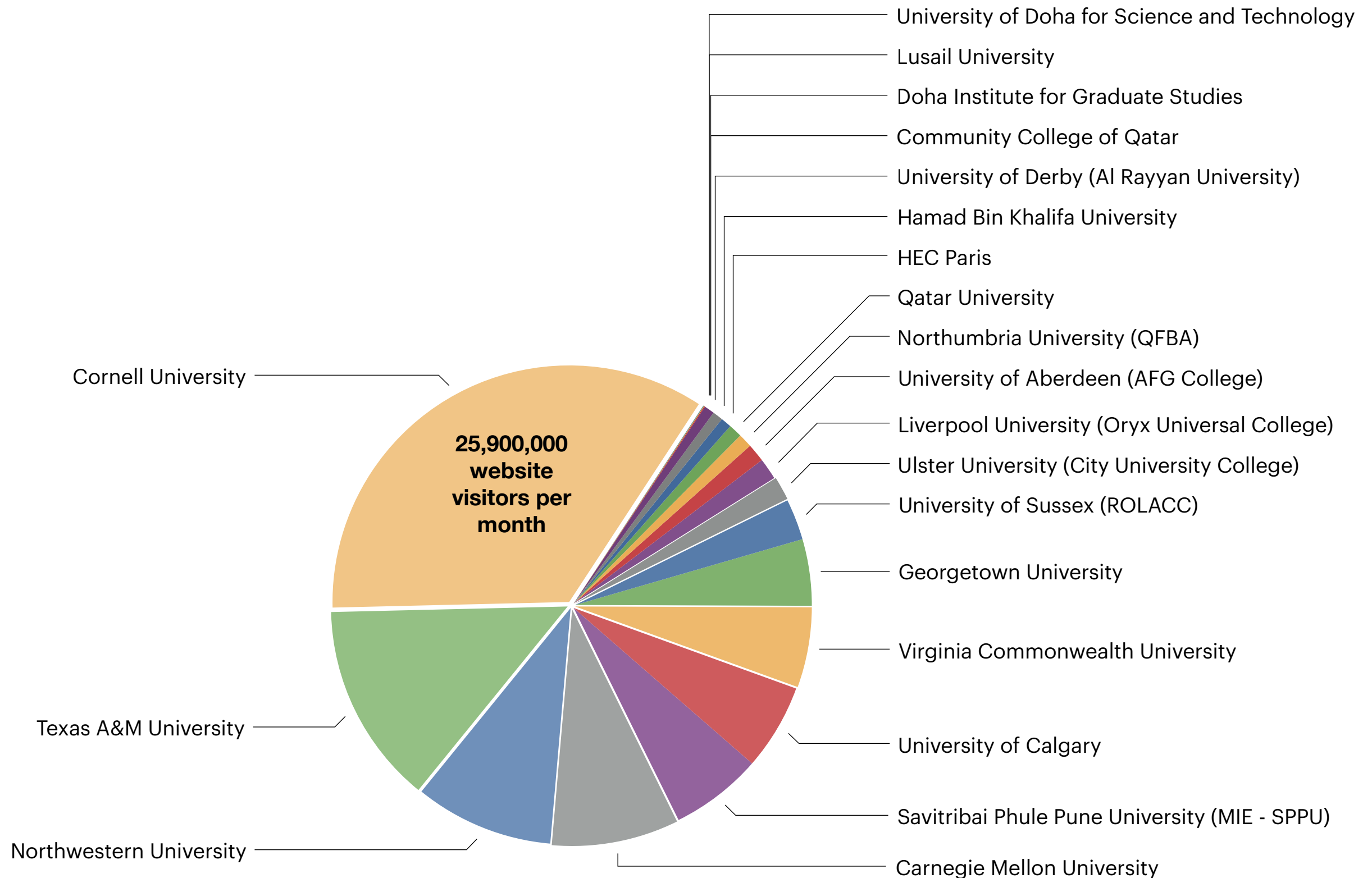
Which University Has the Most Online Interest?



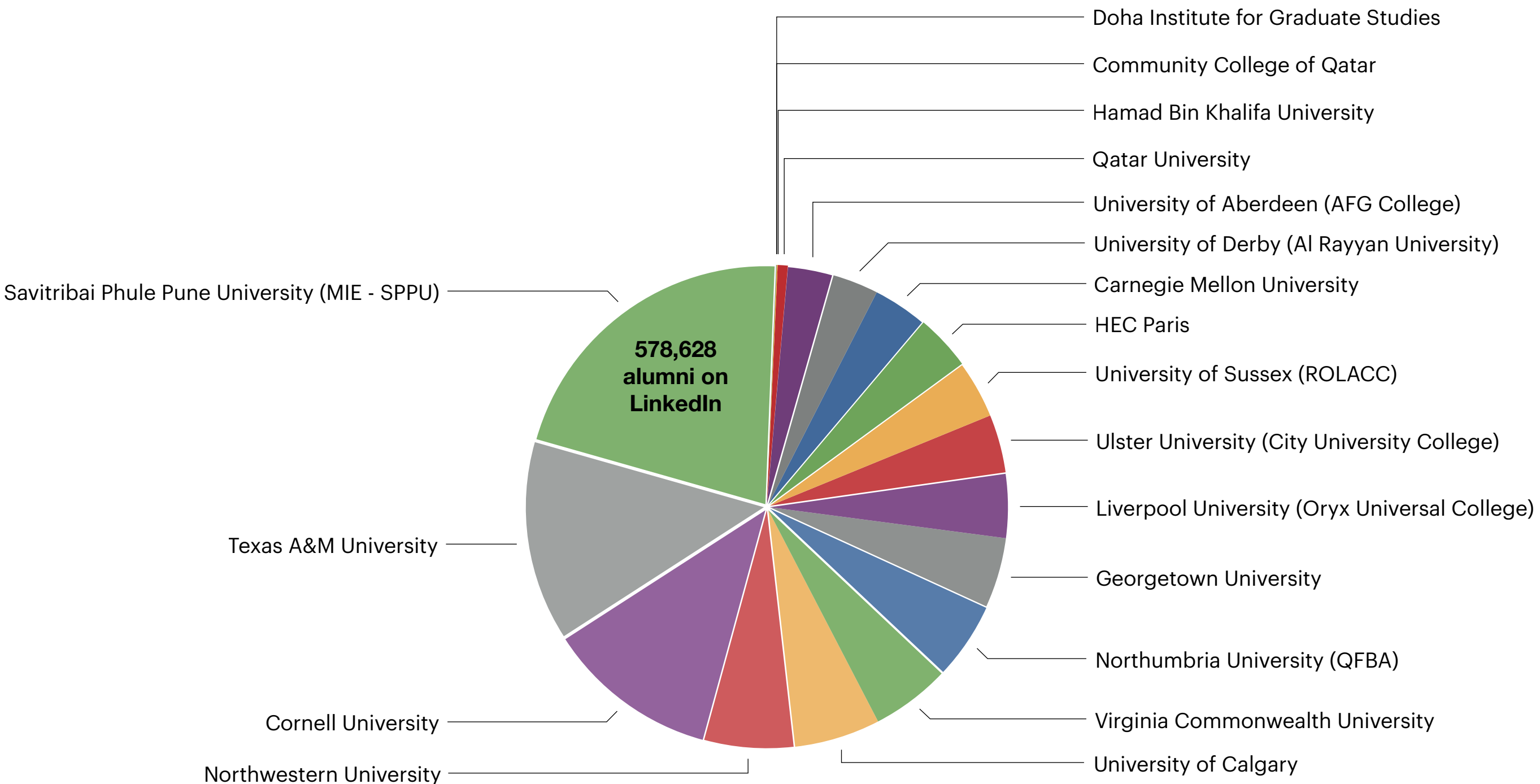
Which University Has the Most Video Views?



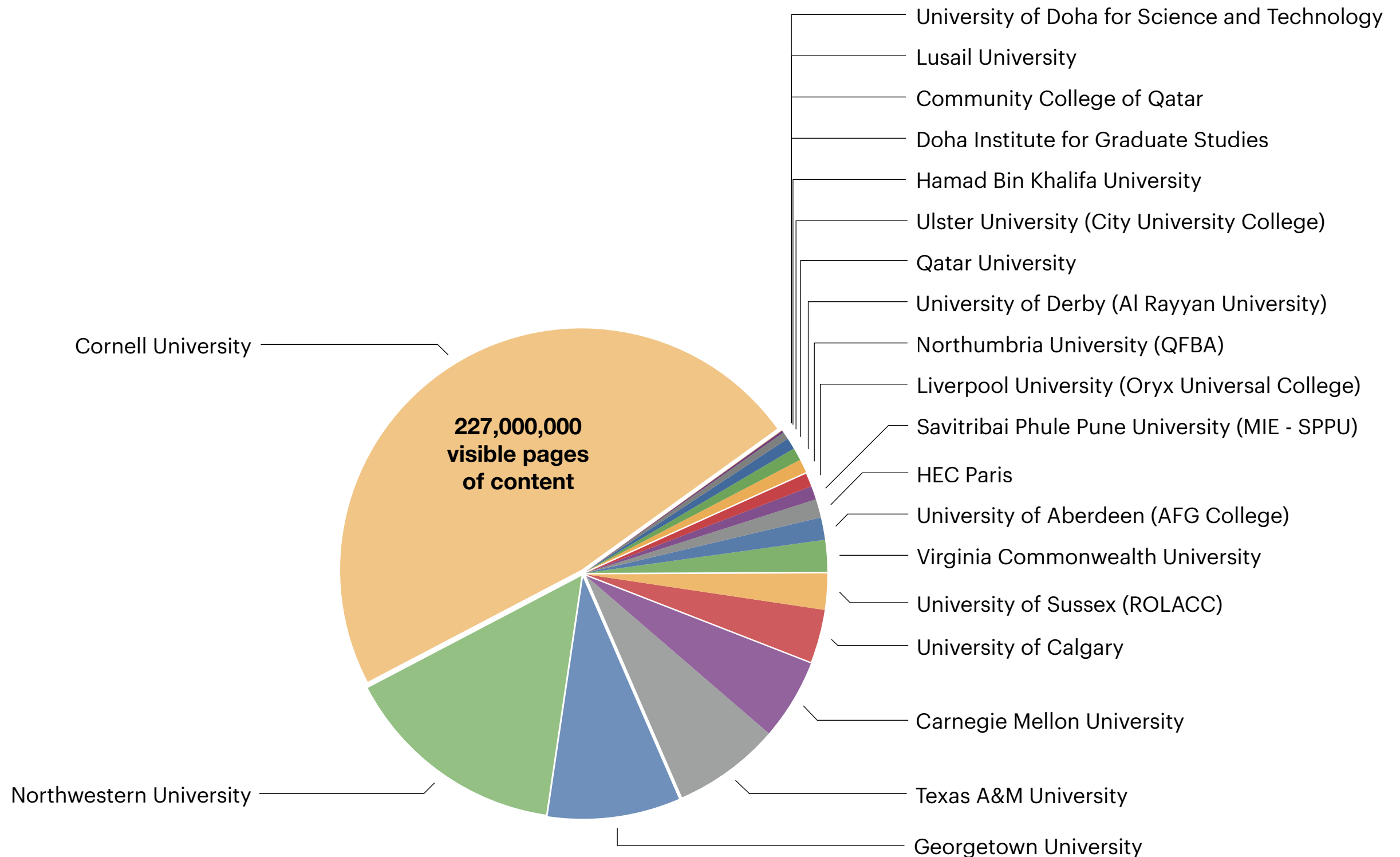
Which University Has the Most Visitors to the Website?



Which University Has the Biggest Alumni Network?

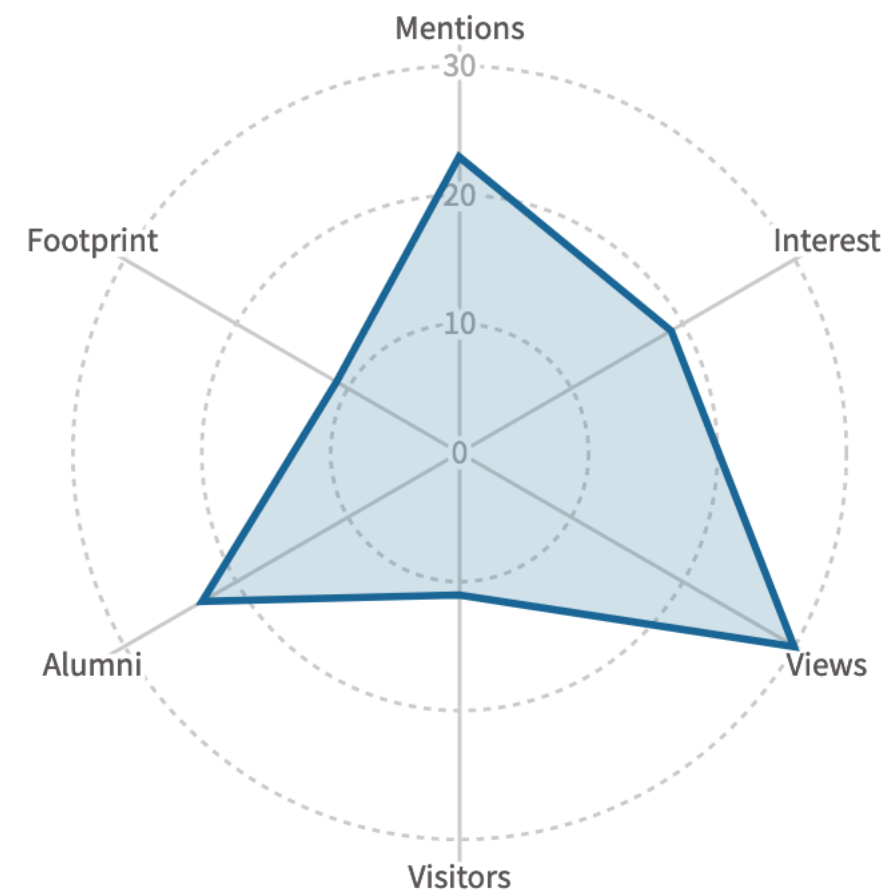


Which University Has the Largest Digital Footprint?



Higher Visibility Leads to a Multitude of Benefits

1. Enrollment and recruitment
2. Reputation and brand
3. School spirit
4. Employee morale
5. Executive programs
6. Fundraising
7. Retention
8. Alumni relations





Education Valerie Strauss Jay Mathews

EDUCATION

Colleges throw billions at marketing themselves to attract students

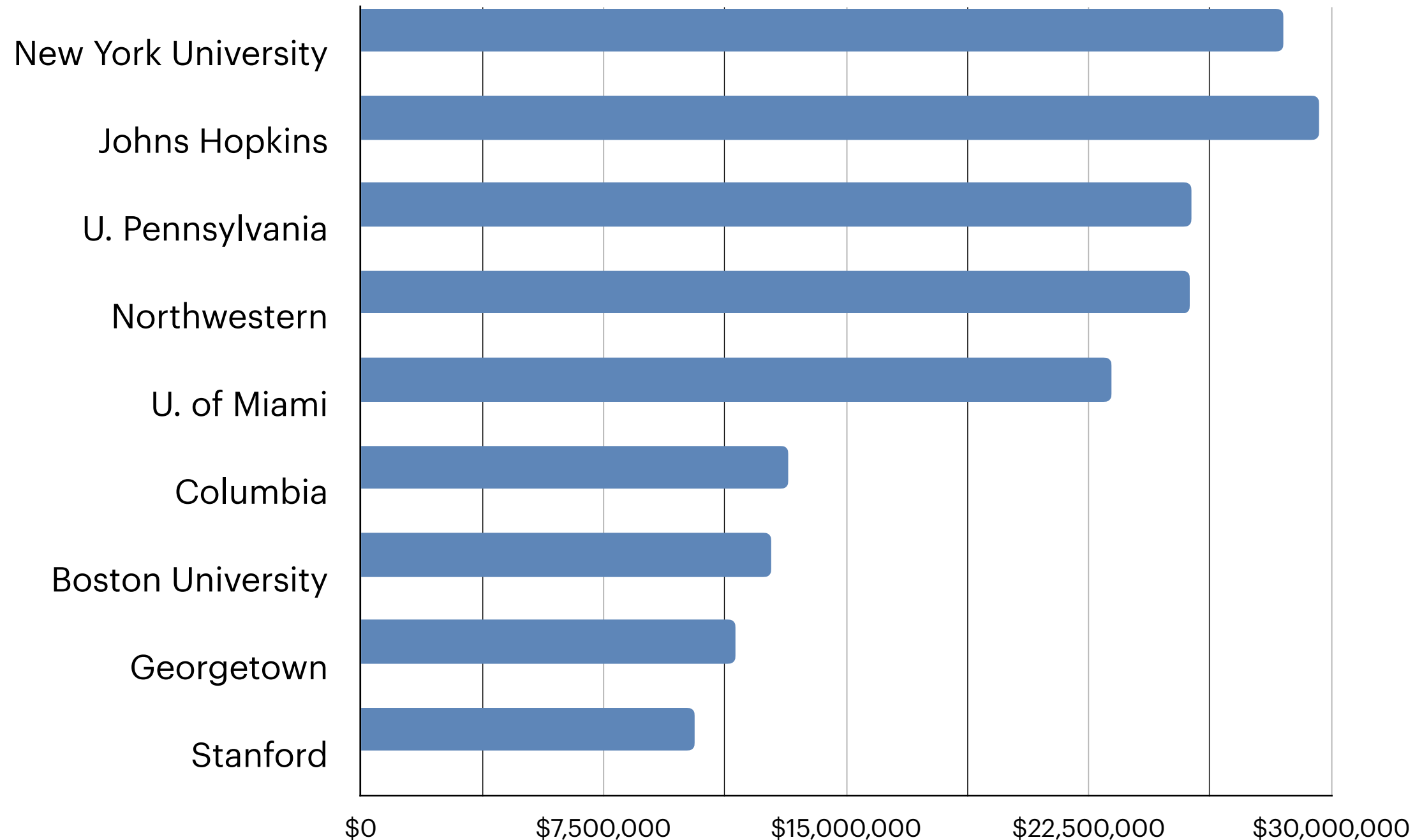
By Jon Marcus

October 3, 2021 at 8:46 p.m. EDT



Marketing for Universities is Growing Due to Increased Competition

Annual Advertising Spend



6 Strategies to Increase Visibility and Improve Rankings

1. **CMO Role** - Create a dedicated Chief Marketing Officer role within the organization focused on promoting the university's brand
2. **Measure Awareness** - Add new visibility metrics and measure improvements over time
3. **Utilize Video** - Focus more on leveraging the power of video to tell stories
4. **Media Outreach** - Keep an eye out for university milestones or activities that are media-worthy from a local and international perspective (and develop new ones)
5. **Market Research** - Perform a brand strength audit to understand current perceptions about your university in the region
6. **Ad Campaigns** - Dedicate resources to increasing brand visibility through smart online advertising campaigns

How We Can Help You

- A. **Strategy Development** - Create comprehensive marketing plans to increase visibility through innovative and measurable methods
- B. **Market research** - Research new markets, understand current perceptions and attract more students from around the region
- C. **Ad Campaigns** - Increase your visibility to the right audiences, on the right platforms, with the right message using data-driven smart campaigns



Contact us to schedule a meeting
www.americancaldwell.com

Leaders in Higher Ed Marketing