Online tools for promoting french higher Education

Training session, Serbia

Belgrade, April 18
Nis, April 19
Novi Sad, April 20
Marketing French higher education abroad

- Web sites designed primarily for international students
- Easy access to all of the information needed to plan a period of study in France, from choosing a program from the online catalog to financing that program and making living arrangements
- Campus France sites speak to more than 80 countries in more than 30 different languages

17.1 million visits in 2014
Marketing French higher education abroad

- Search engines for
  - academic programs in France
  - doctoral programs
  - academic programs taught in English
  - grants and scholarships
  - short programs and cultural stays

- Topical profile series
  - 60 subject-area profiles
  - 307 institutional profiles
  - 180 international student service profiles
  - 12 degree profiles
  - 15 research profiles
  - 270 doctoral department profiles

Guides
- Enjoy Cultural shock, bilingual French-English
- Choose France, for prospective international students
- Étudier en France après le Baccalauréat, for graduates of French secondary schools abroad
1202 programmes taught in English

Per level:
- 50 programmes at Bachelor level
- 600 programmes at Master level
- 40 short programmes: Pastery, management, design, etc.

Per field of study:
- 556 programmes in Management
- 300 programmes in Sciences
- 100 programmes in Law and Economics
- 96 programmes in Arts, Architecture, Fashion
New online developments

New digital resources

- **Immersion France**:  
  - As a part of national strategy  
  - 240 languages, sport, cultural and culinary activities  
  - Available in 3 languages

- **Research in France**  
  - Doctoral candidates  
  - Description of the laboratories, financial aid,  
  - Contacts information for registration

**Redesign Campus France Website**  
- Delivery and local website deployment in September 2016  
- New ergonomics and adaptability for mobile phones
New !!!

- **Posters « Research in France »**
  Available to download from
  [http://www.campusfrance.org/fr/espace-documentaires/visuels-et-médias/les-cartes](http://www.campusfrance.org/fr/espace-documentaires/visuels-et-médias/les-cartes)

- **Other developments**:
  - Idex, Rtra, Rtrs, Investissements d’avenir
  - Clusters
Le Portail France Alumni

- Project of the French Foreign Office MAEDI
- 20 000 Alumni registered
- Launch in 2016: Serbia