

A light gray world map is visible in the background, showing the outlines of continents and countries. The map is centered on the Atlantic Ocean.

International Mobility Programs

**Outgoing students:
strategic plan for promotion
and revitalization
of mobility among faculty
students**

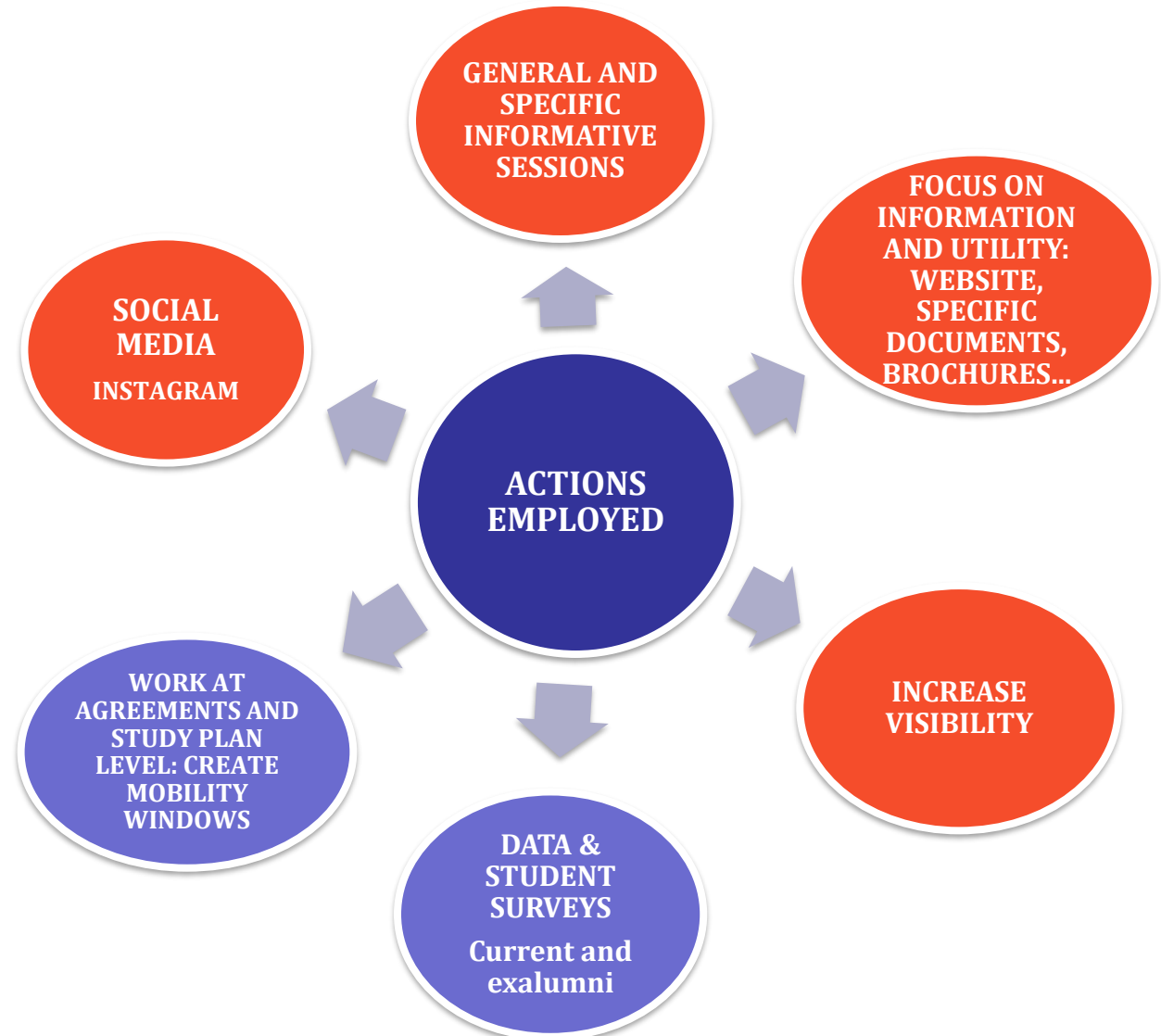
OUTGOING STUDENTS. ACTIONS

Strategic lines of action:

Increase the number of students in the Faculty participating in International Mobility Programs.

Objectives:

- Be proactive!
- Go out and look for those students who are not aware of these fantastic opportunities!
- Increase your target!





OUTGOING STUDENTS. PROMOTION: INFORMATION SESSIONS

Problem:

Students attending informative sessions already know international mobility programs, they already know they want to go abroad etc.

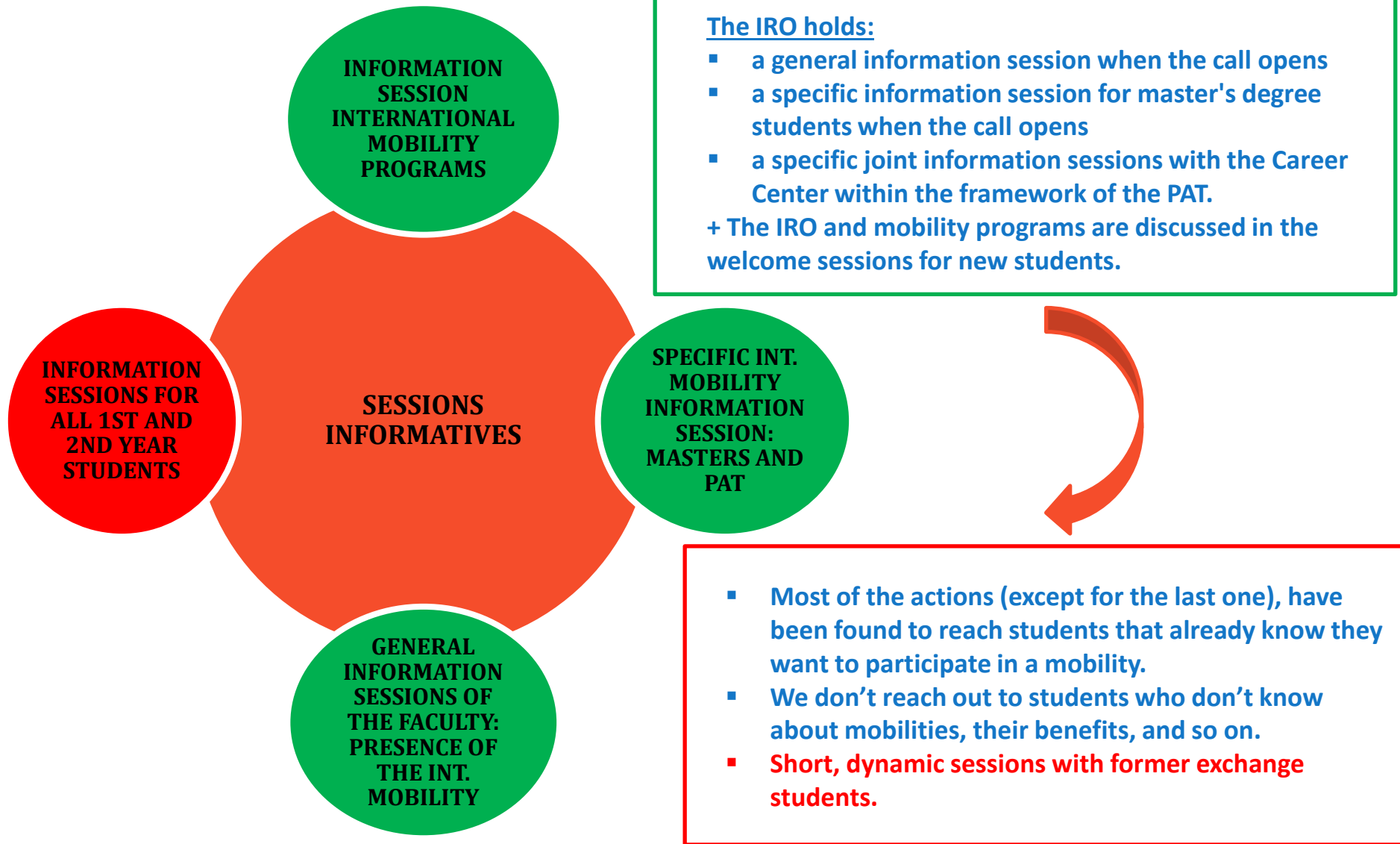
→ We want to reach the students who do not know them, who have not considered participating, who do not know the benefits, etc. Make the whole student community fully aware.

Objectives:

- Make mobility calls fair and accessible for the whole student community
- Ensure the whole student community can enjoy the benefits of an international mobility program in equal conditions of information and participation.



OUTGOING STUDENTS. PROMOTION: INFORMATION SESSIONS



OUTGOING STUDENTS. PROMOTION: SOCIAL MEDIA

DURING THE OPENING OF THE MOBILITY CALLS AND ALSO DURING THE ENTIRE ACADEMIC YEAR (BUT LESS INTENSIVELY)

Campaigns to promote international mobility based on the experiences of exchange students. Graphic campaigns through the faculty's Twitter and Instagram.

PROMOTION OF SPECIFIC DESTINATIONS

Dissemination of the agreements and universities with which an agreement has been established: by geographic areas, top ranking etc. Promote these specific destinations but at the same time create visibility all mobility programs.

OUTGOING STUDENTS. PROMOTION: SOCIAL MEDIA

Campaign that was launched on social media during the last mobility call

Mobility experience Instagram



 **OUTGOING STUDENTS. PROMOTION: SOCIAL MEDIA**

Per què realitzar un intercanvi?

Maduresa
 Auto-coneixement
 Resolució de problemes
 Resiliència
 Flexibilitat
 Capacitat d'adaptar-se als canvis
 Autonomia
 Tolerància
 Eines Inter-culturals
 Idiomes
 Noves amistats
 I una experiència inoblidable

Others:
Advantages
Inspirational
Agreements and Universities
Instagram



OUTGOING STUDENTS. PROMOTION: SOCIAL MEDIA

KYOTO UNIVERSITY



- Kyoto (Japó)
- Classes en anglès
- Places: 2 anuals o 4 semestrals
- Ranking QS per àrees:

ADE / GEI	ECONOMIA
TOP 101-150	TOP 51-100
SOCIOLOGIA	
TOP 51-100	

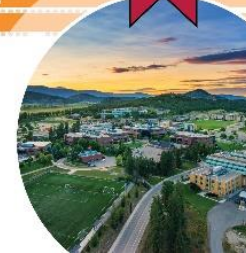


UNIVERSITY OF BRITISH COLUMBIA



- Kelowna (Canadà)
- Classes en anglès
- Places: 2 anuals o 4 semestrals
- Ranking QS per àrees:

ADE / GEI	ECONOMIA
TOP 38	TOP 27
SOCIOLOGIA	
TOP 34	TOP 39



UNIVERSITY OF NEW SOUTH WALES



- Sydney (Austràlia)
- Classes en anglès
- Places: 3 anuals o 6 semestrals
- Ranking QS per àrees:

ADE / GEI	ECONOMIA
TOP 22	TOP 31
SOCIOLOGIA	
TOP 51-100	TOP 51-100



Top Universities Instagram

OUTGOING STUDENTS. PROMOTION: SOCIAL MEDIA



relacionsinternacional: • Following ...

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Finalitzem la sèrie dedicada a l'Àsia! Descobreix els convenis de la Facultat d'Economia i Empresa amb el Japó, Corea del Sud, Taiwan i Malàisia! 🇯🇵🇰🇷🇹🇼🇲🇾

Si vols descobrir els convenis amb la Xina, Indonèsia i Vietnam el pots trobar al nostre penúltim post!
Properament presentarem els convenis de la Facultat a Amèrica i Oceania!
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Destinations by Geographical Areas Instagram

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Liked by eva.gea.oriols and 18 others

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 **THANK YOU!**



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