

3.4 Promotion

Canadian educational institutions and associations have shown intensified interest in international markets, including those in Asia Pacific, and have undertaken a range of international promotional activities. These promotional efforts have included participation in education fairs, use of in-country education agencies, direct advertising, involvement with on-site overseas educational projects, alumni associations, participation in national umbrella associations or non-governmental organizations such as the Association of Universities and Colleges of Canada (AUCC), the Association of Canadian Community Colleges (ACCC), the Canadian Bureau for International Education (CBIE) and World University Service of Canada (WUSC), as well as providing Canadian embassies with promotional literature to distribute to potential students.

Strong competition, a low Canadian profile and a fragmented approach to marketing Canadian educational services, however, have been cited as some of the key challenges faced by Canadian education exporters. Canadian institutions, active in the international marketplace and interested in attracting a greater share of international students, have expressed strong interest in developing a co-ordinated approach to marketing Canadian education internationally.

3.41

PROBLEMS CITED BY STUDENTS APPLYING TO STUDY IN CANADA

- Length of time required for obtaining student authorizations and medicals
- Lack of information about our institutions, such as calendars and application forms
- Complex application forms and process (including phone-in course selections, insistence on students sending original documentation)
- Late admission decisions (notification in July is late for international students who need to obtain student authorization)
- Poor response rate from Canadian institutions in replying to overseas applicants
- Few scholarships are available to study in Canada
- Problems with academic qualifications being recognized in Canada and with Canadian qualifications being recognized at home
- Entrance requirements; the required TOEFL scores are higher than in other countries
- Shortage of space in priority programs
- Required to show "proof of funds" for one year
- Summer courses in Canada do not coincide with "summer" holidays in many Asia Pacific countries

Source: Canadian embassies; student questionnaires