

STUDENT RECRUITING

Academic institutions can recruit students directly by sending missions to Mexico and by circulating their calendars and other literature. There are two principal sources of information about Canadian educational centres in Mexico: the Canadian Embassy Library and the Institute of International Education (IIE). Both report that their information from Canadian universities is very limited. Most of the time, students are not able to take home copies of documents, and are restricted to making photocopies. Education sector observers in Mexico say that Canadian universities have not consistently promoted their products. One expert referred to their efforts as "shotgun tactics". Mexican analysts believe that a longer-term presence will be needed to raise the profile of Canadian universities.

PRODUCT ADAPTATION

Adapting programs and promotional literature for the Mexican market is considered a good way for Canadian institutions to raise their profile. In general, US educators and trainers are regarded as more adaptable to Mexican needs. This probably reflects a stronger emphasis on marketing rather than a higher level of underlying cultural sensitivity. For the most part, Canadian educators have not tended to see their students as customers. According to some experts, Canadian universities have also been slow to adapt their offerings to the needs of Mexican industry for short-term practical programs.

Industrial training providers are more market oriented, but industry experts say that they have not fully adapted their programs and promotional methods to the Mexican environment. Mexican businesses have traditionally regarded employee training more as an expense than an investment, and promotional material must confront that misconception. Also, training packages should be adapted to the Mexican need to train a small number of trainers abroad who can then pass on knowledge to others at home.

TRAVEL AGENCIES

Canadian language schools say that Mexican travel agencies are an excellent way to promote their products. Mexican travel agents say that Canadian schools are quick to provide information and service. By one estimate, language schools spend about 20 percent of their revenue on promotion, which is much higher than the spending by universities and technical training providers.