

BEST (Blended Erasmus+ Staff Training)

KA203 – Strategic Partnership for Higher Education
REFERENCE: 2016-1-ES01-KA203-025594
01/09/2016 to 31/10/2018
Coordinator: ALCALA University

INTELLECTUAL OUTPUT 2

INTERNATIONAL ATTRACTIVENESS OF UNIVERSITIES

READING ACTIVITIES

This is a complete account of all the reading activities of “*The International Attractiveness of Universities*” as displayed on the learning platform of the actual training that combined eLearning (virtual content) with a 3-day event (physical training) in Joensuu, University of Eastern Finland, from Tuesday, 28/11/2017 to Thursday, 30.11.2017. Reading activities took place online both before and after the actual training and their content was discussed during Joensuu training. This account can help future users to use reading activities according to their needs. For a more attractive display of them and attachments mentioned, you can visit the course here:

<http://beta.blendedmobility.eu/courses/best-joensuu-international-attractiveness-universities>

Preliminary readings before meeting in Joensuu

DEADLINE

Mon, 27/11/2017 - 14:00 CET



Study Lounge at University of Eastern Finland (UEF)
Photo: Carmen Santamaría

Dear course users,

We have prepared two brief reading activities for you to activate some interesting topics before you proceed to course materials. They are aimed at facilitating informed discussion of interesting topics related to this course. The amount of time estimated for these reading activities is of 2-3 hours. The instructions for these reading activities are also included in the powerpoint presentations below.

If you are taking part of the course in Joensuu, you are expected to fill in the Reading self-assessment forms and have them uploaded on the platform before 27.11.2017, 14:00 CET. The reading activities will be discussed in greater detail during the Joensuu training. Answers and feedback, incorporating course participants' reflection are included in the "Readings Follow up" section.

If you are an online course user, you are invited to read these materials and fill in the Reading self-assessment forms as part of a rewarding, individual learning process. You could also share your learning with some colleagues and engage in discussion of ideas.

READING ACTIVITY 1: Logos and visual identities of academic institutions

READING ARTICLE:

Alessandri, Sue Westcott, Sung-Un Yang, and Dennis F Kinsey. "An Integrative Approach to University Visual Identity and Reputation." *Corporate Reputation Review* 9, no. 4 (2006): 258–70. doi:10.1057/palgrave.crr.1550033.

For this reading activity we need your reading of the article for gist and more specific scan reading of pages 259-261, in order to find replies to these questions:

1. What are the arguments for the convenience of a multiplicity of identities of universities?
2. How can a university 's reputation be defined?
3. How can a university 's reputation be formed?

READING ACTIVITY 2: Critical accounts on marketization of higher education

READING ARTICLE:

Furedi, Frank. "Introduction to the Marketisation of Higher Education and the Student as Consumer." *The Marketisation of Higher Education and the Student as Consumer*, 2010, 1–8.

For this reading activity we need your reading of the article for gist and more specific scan reading of pages 1-6, in order to find replies to these questions:

1. What do advocates of marketisation argue as benefits derived from such marketisation?
2. What arguments could be taken against these arguments?
3. What is new and disturbing regarding competition among universities in the late 20th century?
4. What is, according to Furedi (2010: 2) the relationship between marketing and the promotion of widening participation?
5. Could you think of real situations in your daily activities that show that students are increasingly positioned as consumers and institutions working to improve the extent to which they meet 'consumer demands'?
6. Did you notice something quite unusual for a study lounge in the picture above? How do you think this study gym can meet students' demands? Do you have

something like this at your institution? Would you suggest having a study lounge gym at your institution? Why or why not?

In attachment you will find the following documents:

1. Preliminary Readings (1).pptx - Instructions Reading 1
2. Preliminary Readings (2).pptx - Instructions Reading 2
3. Reading self-assessment forms.docx - to be uploaded on the platform before 27.11.2017, 14:00 for participants in Joensuu course
4. LITERATURE SELECTION- A list of readings on university marketing, carefully selected and ordered according to topic

ATTACHMENTS

PRELIMINARY READINGS (1).pptx692.65 KB

PRELIMINARY READINGS (2).pptx693.14 KB

Reading self assessment forms.docx19.69 KB

Reference list on university marketing-by topic.pdf296.48 KB

ACTIVITIES AFTER THE TRAINING IN JOENSUU

READING ACTIVITY-FOLLOW UP

DEADLINE

Fri, 22/12/2017 - 00:00 CET

Dear course participants,

We are very happy with your positive reactions to readings and therefore, we have included some follow up activities here. Presentations have been uploaded including replies to questions and some of your comments together with some collective feedback.

We also encourage you to gain perspective while reading two other chapters of the same book, on the topic of marketization of higher education:

- Chapleo, Chris. "Branding a University: Adding Real Value or Smoke and Mirrors." *The Marketisation of Higher Education and the Student as Consumer*, 2011, 101–114.
- Nielsen, Katherine. "'This Place Is Not at All What I Had Expected': Student Demand for Authentic Irish Experiences in Irish Studies Programmes." *The Marketisation of Higher Education and the Student as Consumer*, 2010, 129–141.

1. Please use the reading self-assessment forms and fill them in with notes for these 2 chapters.

2. After reflection, see whether your reading of these chapters modifies some of the views discussed in preliminary readings 1 and 2. Why?

3. You can further discuss some of your ideas in a discussion forum with the name "More on reading activities".

Thanks for your contributions and enjoy!!

If you are taking part in the course in Joensuu, these are suggested timelines:

BEST BEFORE 15.12.2017
DEADLINE 22.02.2017

MORE READINGS

The presentation powerpoint "More readings" has been prepared in order to encourage your reading of more articles on the topic of "Marketization Of Higher Education".

No deadlines, nor time pressure. These readings have been prepared for you to enjoy while gaining perspective on the topics. However, if feeling the need to share your reflections, you can further discuss some of your ideas in a discussion forum with the name "More on reading activities".

ATTACHMENTS included in:

<http://beta.blendedmobility.eu/courses/best-joensuu-international-attractiveness-universities>

PRELIMINARY READINGS (1) WITH ANSWERS.pdf 886.46 KB
PRELIMINARY READINGS (2) WITH ANSWERS (2).pdf 1.39 MB
MORE READINGS.pdf 990.98 KB
Reading self assessment forms.docx 19.09 KB

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