

How Do International Students Decide Where to Study?

Description

In recent years, the higher education market and the interest in studying at a German university has increased. Germany remains a popular study location for both German and international students. Ensuring and enhancing an international study environment and fostering cultural diversity among TUM School of Management students are important goals. To achieve these goals and align our study programs, we need a thorough understanding of international students' decision-making process when choosing their study program.

Goal

The primary objective of this project study is to gain valuable insights into the decision-making process of students from countries such as Austria, Italy, Spain, Poland, Bulgaria, Romania, Turkey, and Mexico. By conducting focus groups and semi-structured interviews, the project team will explore the motivations, preferences, and considerations that influence international students' regarding their preferred study program. A large-scale survey should validate those qualitative insights. In sum, the project study should give an answer to the following questions: What influences the international students' decision to study in Germany/at TUM School of Management? What are their needs and desires? What communication channels do they use to find the right study program?

The deliverables will be a research report and a presentation in which the students present their findings.

Your task

- Conducting focus groups and interviews with international students from target countries to explore their decision-making process regarding study programs and institutions.
- Developing a thorough questionnaire for qualitative interviews to gather valuable data and insights on factors influencing students' decisions.
- Analyzing the collected data to identify common trends, preferences, and challenges faced by international students in their decision-making process.
- Deriving recommendations for TUM School of Management's marketing strategies tailored to address the needs and preferences of international students from target countries.

Your benefits

- Gain exciting insights into university marketing and market research
- Work closely with our Chair of Marketing and the Marketing Team of TUM MGT
- Develop valuable analytical and research skills
- Acquire intercultural experience

Requirements

- Starting in 2024 (if possible May/June)
- Passionate about qualitative research methods such as focus groups and qualitative data analysis.
- Ability to develop and administer surveys with attention to cultural sensitivity and language diversity.
- Excellent research skills (e.g., data collection and study design)
- Team-oriented (working in a group of 2-5 students)

Contact

Send your CVs and a letter of motivation to **Prof. Benedikt Schnurr** (benedikt.schnurr@tum.de)