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Good practices regarding the promotion of the SH scholarship programme



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Program of Scientific and Educational Cooperation between the Secretary of Higher Education, Science, Technology and Innovation of the Republic of Ecuador and the Ministry of Human Resources of Hungary.



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Promotional tools and strategies used in order to promote the SH programme



Usually promoting the first call for a scholarship program is more complicated. In order to overcome some obstacles I would like to recommend using the following two tools:



To Have well-defined promotion strategies



To Have a very good communication with the offering country or host institution



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In the case of the scholarship program "Stipendium Hungaricum" we have used several tools that have allowed us to position the program as one of the best known in Ecuador.





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Becas Globo Común

Búsqueda

Descripción del Programa

Becas Cooperación Internacional

Becas Cofinanciadas

Becas de Complemento

Becas de Capacitación y Formación
Superior para el Servicio Público

Programa de Becas

Globo
Común

**BECAS DE
COOPERACIÓN
INTERNACIONAL**



WEBSITE

Hungria-OfGC-00003

Busqueda



Descripción del Programa

Becas Cooperación Internacional

Becas Cofinanciadas

Becas de Complemento

Becas de Capacitación y Formación Superior para el Servicio Público

Boletines de ofertas

Programas

Stipendium Hungaricum

Etiquetas: Hungría

Institución	Varias Instituciones de Educación Superior.
Tipo de estudio	Formación.
Modalidad de Selección:	Cuarto Nivel (Maestrías y Doctorados).
Financiamiento:	Completo.
Fecha máxima de postulación:	Aplicación on-line: 5 de marzo de 2017 - Presentación de documentos Físicos en Quito: 10 de marzo de 2017 - Presentación de documentos Físicos en el Resto del País: 8 de marzo de 2017
Área de estudio:	Varias Áreas.

Adjunto 1

Adjunto 2

Adjunto 3

Adjunto 4

Adjunto 5

Adjunto 6

Adjunto 7

Adjunto 8

Adjunto 9



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We have a website where all the scholarship programs that are available are published and we give priority to the most important programs. For example on the webpage we have some scholarship programs but the most important ones are also published on the principal webpage as “oijoi”



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maestrías y doctorados en

HUNGRÍA

Postulación Online hasta el 5 de marzo.
Recepción de documentos hasta el 10 de marzo
para Quito y 8 de marzo para el resto del país.

ingenios
es
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SOCIAL NETWORKS

Nowadays a high percentage of people have accounts in social networks which allows the information to arrive quickly and to a greater number of people.



Networks allow information to be multiplied to more and more people. A Chain of information is formed.



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Example of information sent by social networks

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MAILING

We have databases that we use to promote the scholarship program. It is important to keep in mind that the information is always useful and we feed the database with data from people who applied to other programs and were not accepted or people interested in applying for a scholarship program but they still don't know to which apply.





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KEEPING IN CONTACT WITH THE UNIVERSITIES

We have permanent communication with the people in charge of the Departments of International Relations and Student Welfare, so all the information about the program is sent to them so that they can spread it to their students, graduate students, professors and administrative staff.



Pontificia Universidad
Católica del Ecuador





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CONFERENCES



Conferences have been organized at the universities facilities so that we can give more complete information about the program and also to answer any questions the students may have.



FACE TO FACE ASSISTANCE



Assist students to find the most suitable program for them depending on their interests, field of study and profile and one of the most important advantages the "Stipendium Hungaricum" program has is that there is a big variety of study programs and universities among which the candidates can choose so this program becomes very attractive to them.





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COMMUNICATION WITH THE OFFERING COUNTRY

To maintain good communication with the offering country in order to be able to solve or clarify specific issues



The main objective is to provide an efficient customer service and that as many applicants as possible can apply effectively.



To take in consideration:

Not only quantity but also
quality

Granted students will represent
the country in Hungary

Nominate the most suitable
candidates



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Fortunately, after 4 calls we have had, the program "Stipendium Hungaricum" is one of the most known in Ecuador and after these years of hard work we have achieved to position the program as one of the best in the field of international cooperation scholarship programs.



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