

Recruiting Students by Citizenship

2002
global
MBA



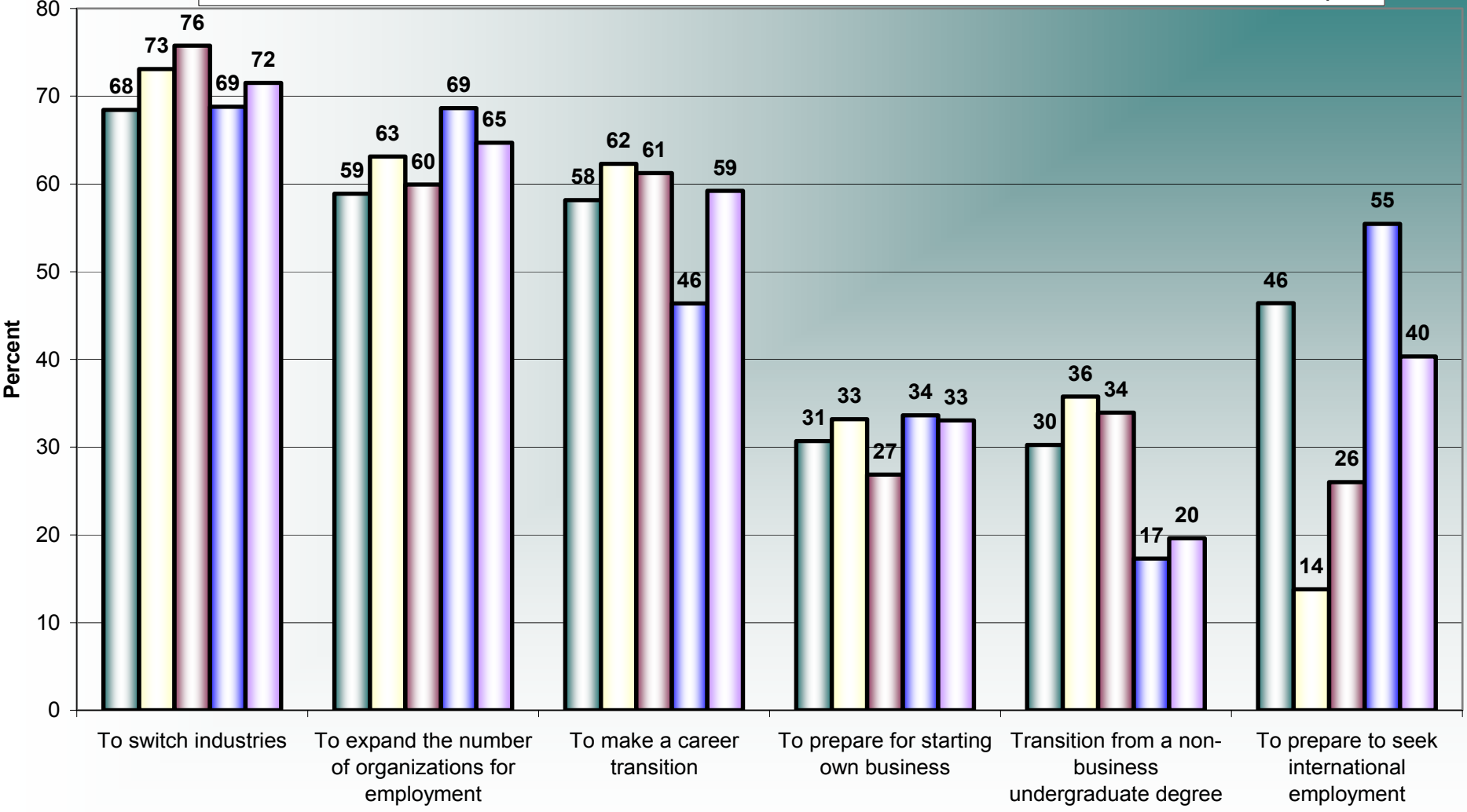
Introduction

This presentation provides information on recruiting students by citizenship. It includes:

- **ways an MBA will increase career options**
- **school selection criteria**
- **influence of school communications on the decision to enroll**
- **likelihood of recommending school**
- **confidence in the benefits of an MBA degree.**

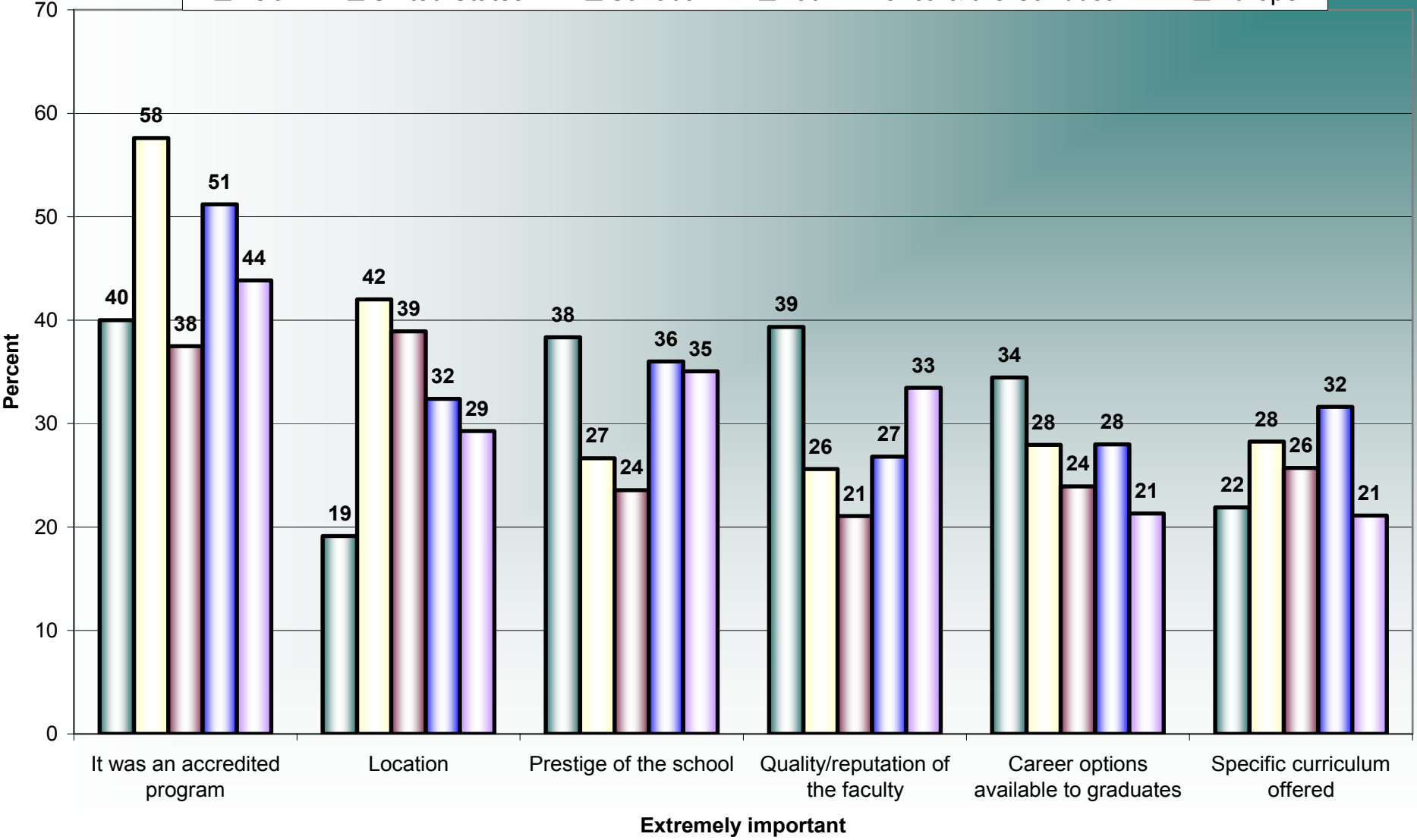
MOST IMPORTANT WAYS THE MBA WILL INCREASE CAREER OPTIONS BY WORLD REGION (CITIZENSHIP)

■ Asia
■ United States
■ Canada
■ Latin America & the Caribbean
■ Europe

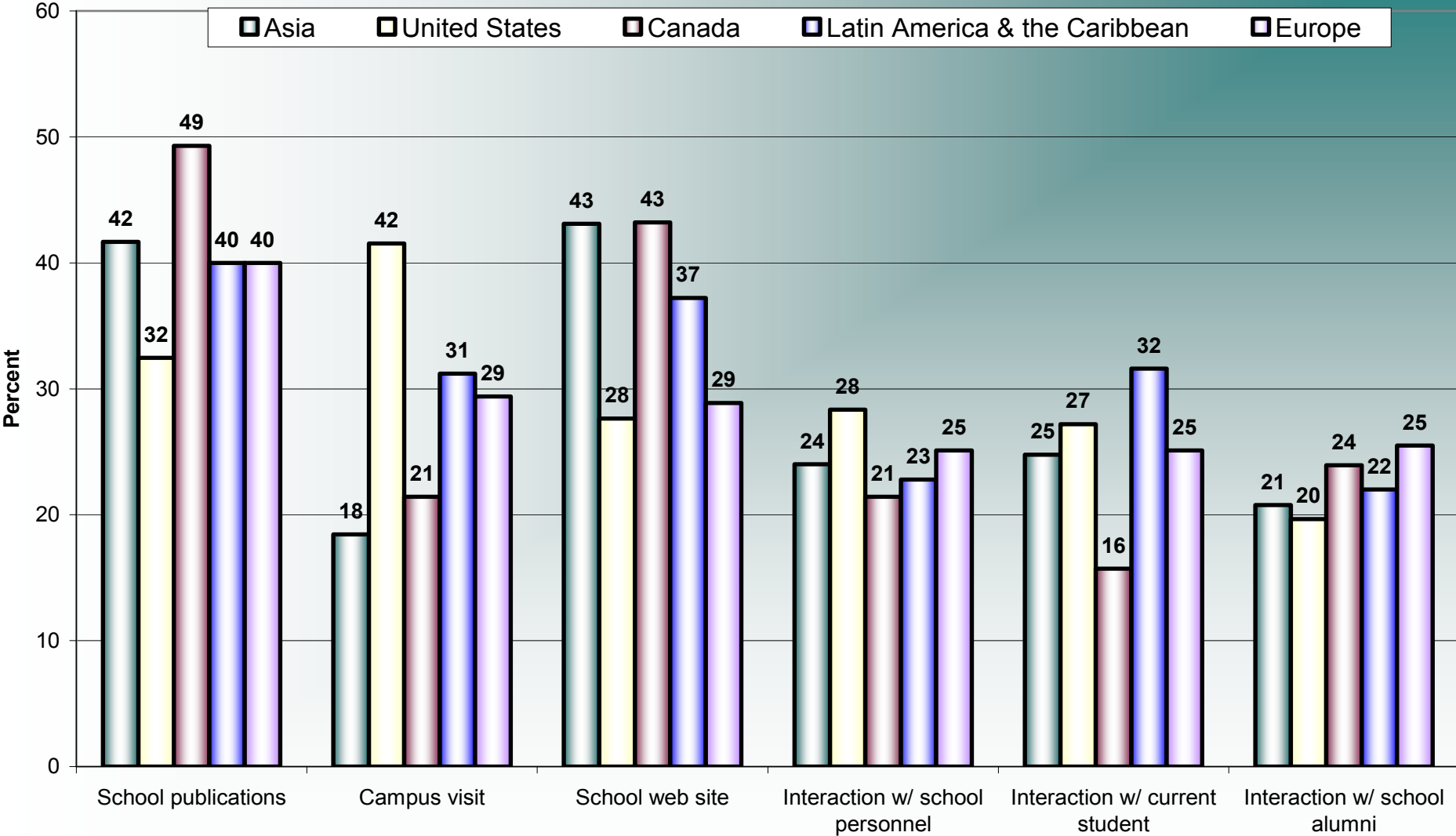


IMPORTANCE OF SCHOOL SELECTION CRITERIA BY WORLD REGION (CITIZENSHIP)

Legend: Asia (teal), United States (yellow), Canada (maroon), Latin America & the Caribbean (blue), Europe (purple)



**INFLUENTIAL SCHOOL RECRUITMENT/COMMUNICATION FACTORS
BY WORLD REGION (CITIZENSHIP)**



Implications

Understanding how students want to use the MBA and what they are looking for in schools should influence which areas to highlight in recruitment communications.

Schools should use the divergence of influential school communications to help them tailor initiatives and resources in international student recruitment.