



TURUN YLIOPISTO  
UNIVERSITY OF TURKU

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## Why International Marketing?



# Framing the issue of international marketing

- Changes in the national university policy
- The main aim presented in the strategy is to develop University of Turku as an international research university
- According to the law there are no tuition fees in any of the degree programmes
- Finnish language is not widely used or studied outside the country
- Finland is a small country and Helsinki is the only internationally known city of the country



# ACADEMIC HERITAGE in Turku since 1640



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28.11.2007



1640–1828 Academic Aboensis

1920 University of Turku – the 1st  
Finnish Language University

1974 State University



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# Is history an adequate theme in university marketing?



TODAY

18 000 students  
3000 employees

over 1 000 Master's degree

130 Doctoral degrees every year



# FACULTIES

Humanities

Mathematics and Natural Sciences

Medicine

Law

Social Sciences

Education





There are only limited opportunities to attract foreign students into Finnish language programmes?



Among the TOP 100  
universities in Europe and  
among the TOP 300 universities  
in the world

Some strong research areas are  
close to the best institutions in  
the world

*according to*

*Web of Science (2007), Times Educational and Shanghai*

*Jiao Tong University 2006*



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# AREAS OF STRENGTH IN RESEARCH

Biosciences

Mathematical Research

Research of Processes Related to  
Interaction of Culture and Society

Astronomy and Space Research

Research of Learning and Education



# NATIONAL CENTERS OF EXCELLENCE 2008–

Integrative Photosynthesis and Bioactive Compound Research at Systems Biology Level

Host Defence Research

Molecular Imaging in Cardiovascular and Metabolic Research

Public Choice Research

Evolutionary Genetics and Physiology

Translational Genome-Scale Biology



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How can we improve the visibility of  
our achievements in research?

How to recruit good post-doc and  
senior researchers from other  
countries?

How to attract back Finnish  
scholars working abroad?



# A WIDE RANGE OF MASTER AND DOCTORAL PROGRAMMES AND NON-DEGREE STUDIES in English

More than 1 000 foreign students  
from 75 different countries  
study each year at the UTU





# 10 INTERNATIONAL MASTER'S DEGREE PROGRAMMES

A wide choice of quality education in English  
after your Bachelors degree



Asian Studies  
Baltic Sea Region Studies  
Bioinformatics  
Environmental Sciences  
European Heritage, Digital Media and the  
Information Society  
Information Technology  
Innovation and Communications Law  
Institutions and Social Mechanisms  
Learning, Learning Environments and  
Educational Systems  
Finnish and Other Finno-Ugric Languages



# EXCELLENT INTERNATIONAL STUDENT SERVICES

Orientation weeks, student tutors

Academic contact persons

International coordinators in faculties

Extensive Language Centre services

Well equipped libraries &  
computer services



Why do we offer international  
master's programmes?  
How to find the adequate methods  
to distribute information of our  
international programmes?



# Are international networks the answer?

- BalticStudyNet
- Baltic Sea Region University Network  
BSRUN
- Coimbra Group
- Nordic Centre in Fudan
- THE SOUTHERN AFRICAN – NORDIC CENTRE
- **Active participation in scientific organizations**



# How important is the City and the region?



# CITY OF TURKU

Finland's oldest city

Finland's capital until 1812,  
important link between the East and the  
West since the medieval days





# CITY OF TURKU Today

a modern ambitious city  
with 170 000 inhabitants and  
with the Nordic countries' largest cluster  
of bioscience and IT





# FAMOUS FOR VIBRANT STUDENT LIFE

Three universities,  
active student unions  
and all together over 30 000 students  
guarantee action 24 hours a day





