

Larry D. Lauer  
TCU

***THE IMPACT OF  
INTERNATIONALIZATION***  
...ON MARKETING & COMMUNICATION

Trends...

- Government roles changing
- Student and faculty migration patterns
- Technology and Friedman's flat world
- Fund raising goes global
- Economic power heads east... and trumps military power
- A "sea change" is coming... even if you opt out

## Examples...

- NYU... a global campus
- University of Queensland... a culture of advancement

## Other initiatives...

- American Council on Education (ACE)... Blue Ribbon Panel on Global Engagement
- Center for Strategic and International Studies (CSIS)... Universities in World Problem-Solving
- Wilson International Center for Scholars... higher education as public diplomacy

## Picking locations...

- Where you have alumni...
- Where your international students and parents come from...
- Where you have faculty research activities...
- Where you have study abroad connections...
- Civic needs for your strengths... i.e. urban studies, energy research, agriculture, etc.

## Ways to go...

- External campuses
- Institutional partners
- Study abroad programs
- Research projects
- Civic and government projects

## Issues and cautions...

- Cost
- Culture and customs
- Government and regulations
- Payments/bribes
- Language

## Marketing and communication implications...

- Media of preference for each target
- News media conventions
- Potential controversies... cost, faculty push back, scandals with host government
- Reputational impact... partners can enhance or destroy
- Brand messaging and planning integration
- Connecting to core business and mission

## Discussion

1. What does your institution do abroad, and where?
2. How were these decisions made?
3. What was M&C's role?
4. What problems have been encountered?
5. What have been the benefits?
6. What are your future international plans?

## [www.larrydlauer.com](http://www.larrydlauer.com)

- For weekly post... my lessons learned
- For posts by category...
- For professional development program
- For bio...
- For my books...