

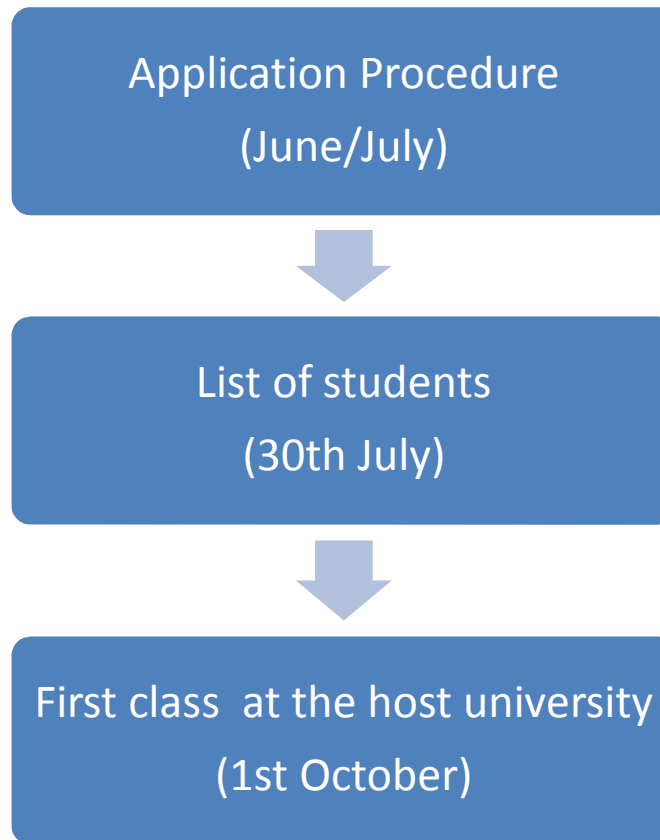


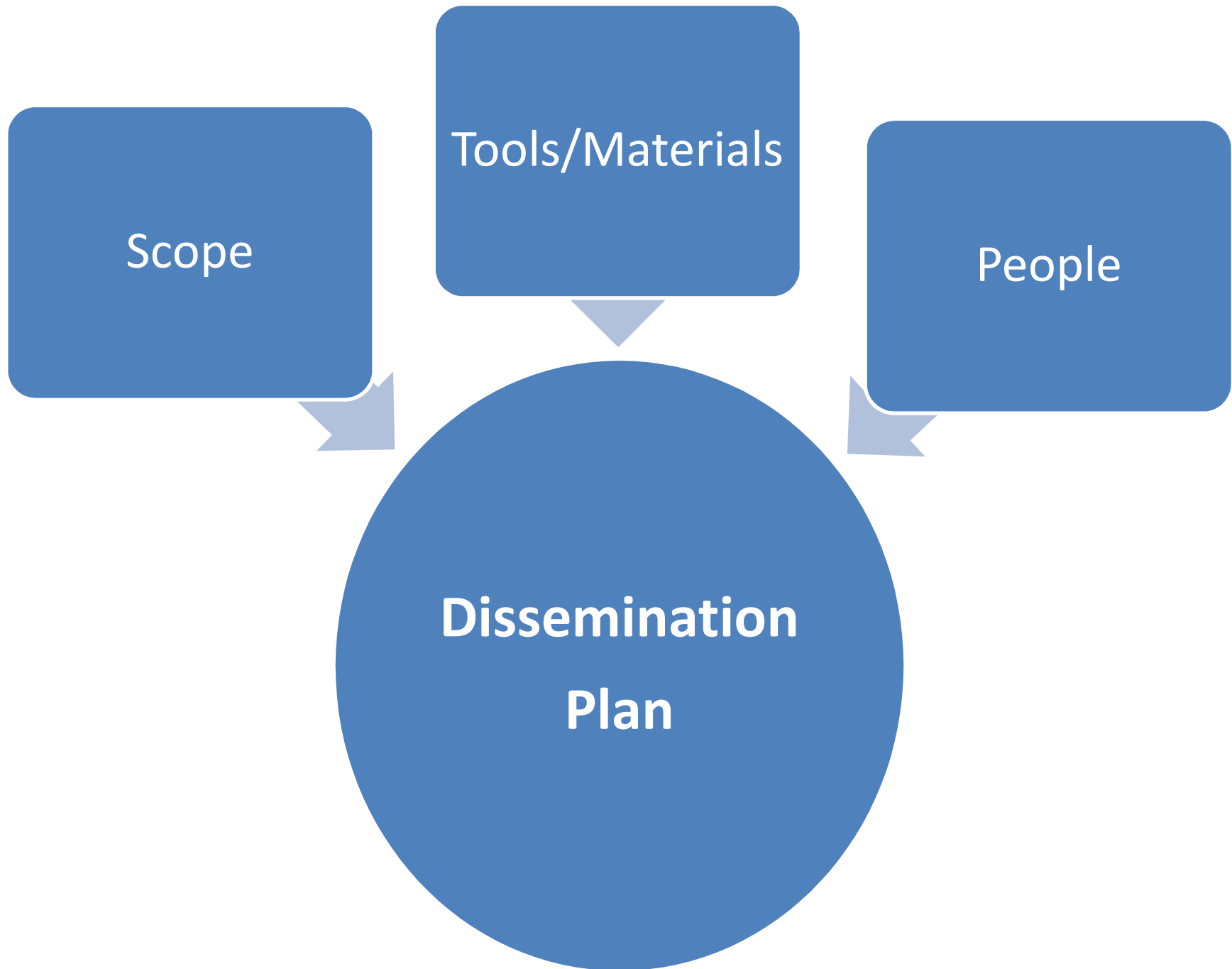
DISSEMINATION PLAN

Kiev, March 2015



Fit your dissemination plan into your schedule!!







- **THINK ABOUT THE SCOPE OF THE DISSEMINATION PLAN:**

- INTERNAL: Where can we find students suitable for our programme (in which degrees)?

- ..now!!*

- EXTERNAL: get more students for RETHINKe master's degree by using my DD comparative advantage (competition with other universities)

- ...future university branding.....*



MATERIALS: (BRANDING OUR DD)

A. VIRTUAL MATERIALS

1. INSTITUTIONAL WEBSITE / SPECIAL WEBSITE (APRIL)
2. SOCIAL NETWORKING (APRIL)
3. SPECIAL PRESENTATIONS (APRIL)

B. PRINTING & PUBLISHING

1. BOOKLETS/brochures (APRIL)
2. STUDENTS'S GUIDE (APRIL)



PEOPLE (CHOOSING THE PERSON IN CHARGE):

- WE NEED ONE PERSON COMMITTED WITH THE DISSEMINATION OF THE DD.
- SUCCESS DEPENDS ON HAVING PERSONAL ACCESS TO STUDENTS

TASKS:

1. GET WHAT IS NEEDED TO MAKE UP THE MATERIALS (PICTURES, TEXTS..)
2. PUT THE PEOPLE IN CHARGE OF THE WEBSITE / SOCIAL NETWORKS IN MOVEMENT.
3. MANAGE THE BEST WAY TO ENSURE THAT THE SPECIAL PRESENTATION IS GIVEN TO STUDENTS.
4. ORGANIZE SESSIONS FOR ALL THE STUDENTS INTERESTED (DOUBTS, WORRIES...)