



Fox School of Business
TEMPLE UNIVERSITY®

International Recruitment

Challenges & Opportunities

Temple University

- **Located in Philadelphia, PA, USA**
- **Approximately 39,000 students**
- **16 schools and colleges within the University**
- **3 campuses in the Philadelphia Region**
- **2 campuses abroad – Rome, Italy and Tokyo, Japan**
- **Partners throughout the world**

“The sun never sets on Temple.”

Fox School of Business

- **6,700 Students**
 - Undergraduate: 5,470
 - MBA/MS: 1,100
 - PhD: 130
- **9 Departments**
- **165 Full-Time Faculty**
- **Approximately 100 Adjunct Faculty**

Highly Ranked

- In this week's *Financial Times* EMBA Rankings, ranked 43 in the world and 14 among U.S. schools
- 5 of 9 departments are ranked in the Top 10, including: International Business, Entrepreneurship, Risk Management & Insurance, Marketing & Supply Chain Management, and Management Information Systems

MBA Programs

- 1. Full-Time MBA**
- 2. International MBA**
- 3. Part-Time MBA**
- 4. Executive MBA**
- 5. Online MBA**

Partners throughout the World

- **Rome, Italy**
- **Tokyo, Japan**
- **Cali, Colombia**
- **Paris, France**
- **Lyon, France**
- **Chennai, India**
- **Beijing, China**
- **Singapore, Asia (new)**

Recruiting Process

- **Communication**
- **Pre-Application**
- **Application**
- **Admission**
- **Scholarships**

Recruiting Process (cont'd)

- **Enrollment**
- **Visa Assistance**
- **Matriculation**
- **Retention**
- **Alumni Relationships & Development**

Communication

- **Website**
- **Advertising – Local, National & International**
- **Information Sessions – MBA for a Day Events**
- **MBA Program Fairs – National & International**

Communication (cont'd)

- **Direct Mailing to GMAT/GRE Test Takers**
- **Presentations by Fox Faculty**
- **Alumni Presentations & Events**
- **Events with US Embassy/Consulates**
- **Corporate Visits**

Factors Important in Student's Decision Making

- **Branding**
- **Rankings**
- **Quality of Program/Professors**
- **Currency of Program**
- **Program Delivery/Format**

Factors Important in Student's Decision Making (cont'd)

- **Tuition: In-state vs. Out of state vs. International**
- **Location & Facilities**
- **GMAT/GRE & TOEFL Scores**
- **Scholarships**
- **Internships/Placement**
- **Successful Alumni**

Challenges

- **GMAT/GRE & TOEFL Requirements**
- **Competition for Good Students**
- **Visa Issues**
- **Economic Development/Good Business Schools throughout the World**
- **Scholarships & Funding**

Challenges (cont'd)

- **Internships/Placement: Prior Work Experience & Personality**
- **Development of Corporate Partners**
- **Need for Alumni Support**
- **Shortage of Faculty, Administrative & Monetary Resources**
- **Experiential Learning**

Questions?