



Deliverable 8

Joint Promotion and Awareness-Raising Strategy

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Executive Summary

The Master in Emerging Materials Science and Engineering (MEMSE) is an Erasmus Mundus Design Measure project funded under the ERASMUS-EDU-2024-EMJM-DESIGN call (Grant Agreement No. 101180422). The purpose of this Design Measure is to develop a robust framework for the creation of a new, high-level, transnational Joint Master Degree in Emerging Materials Science and Engineering.

This document describes a joint promotional strategy with supporting material to implement the strategy. 1.

The ultimate ambition of MEMSE is to establish a sustainable, internationally competitive Joint Master programme capable of producing future-ready graduates equipped to lead innovation in emerging materials science and engineering across Europe and globally. This Deliverable facilitated that.

1. Introduction

The Master in Emerging Materials Science and Engineering (MEMSE) is an Erasmus Mundus Design Measure project funded under the ERASMUS-EDU-2024-EMJM-DESIGN call (Grant Agreement No. 101180422).

Core Partners of MEMSE commit to collaborate in active and innovative promotion of the Programme at a national, European and international level, and to use all of their existing networks to disseminate the Programme as widely and as effectively as possible. The Governing Board will work closely with the marketing, communication and public relations offices from each of the Core Partner institutions to implement available promotion tools according to the promotion and will review annually. This Deliverable describes the joint promotional strategy of MEMSE with supporting material outlining steps needed to implement the strategy.

This document lays down the admission requirements, the procedures and regulations governing application, selection and monitoring of students, including academic rules and regulations regulating examinations, grading and assessment process and student performance evaluation. It will also include template application forms, the detailed selection process include the selection mechanisms eg minimum academic requirements and language level, the selection committee composition, the interview process, the monitoring of students during the course of study as well as when on internship/secondment and or thesis placements. The deliverable holds as a standalone document. It also forms a part of the draft consortium agreement and the area of student management for the MEMSE Programme.

The Strategy is given in the Appendix along with its own Annexes.

2. Deviation from Original Plan

The submission of this Deliverable was delayed. The length of the document is much shorter than the originally anticipated 40 pages long strategy document.

3. Conclusions

This Deliverable provided a joint promotional strategy of MEMSE with supporting material outlining steps needed to implement the strategy.

Appendix: Joint Promotion and Awareness Raising Strategy

1.1. Introduction

The MEMSE programme adopts a comprehensive promotional, awareness-raising, and recruitment strategy to attract highly qualified students from around the world. As an international joint master's programme, it aims to reach a diverse audience of prospective students with strong academic backgrounds in materials science, engineering, physics, chemistry, and related disciplines.

The recruitment strategy combines digital outreach, institutional promotion, academic networks, and industry engagement to ensure global visibility of the programme. A key element of this strategy is the establishment of a **dedicated programme website**, which will serve as the central hub for all programme-related information.

1.2. Programme Website

The Programme website will serve as the **primary platform for information dissemination and student recruitment**. It will provide prospective applicants with comprehensive and up-to-date information about the MEMSE programme.

The website will present detailed information on:

- programme structure and curriculum
- partner institutions
- mobility pathway
- admission requirements
- application procedures
- student support services
- research and industry collaboration
- career opportunities

The website will therefore function as the main reference source for prospective students, partners, and stakeholders.

To maximise visibility and accessibility, **The Programme** website will be integrated with the official websites of the partner universities. Each partner institution will include a dedicated page describing the MEMSE programme within its institutional website. These pages will provide:

- an overview of the programme
- links to the official MEMSE website
- information on local modules delivered by the institution
- contact information for programme coordinators

Cross-linking between the MEMSE website and partner university websites will ensure that prospective students can easily access programme information regardless of the entry point.

The MEMSE programme website will include the following main sections.

Programme Overview: This section introduces the MEMSE programme, its objectives, and the collaborative nature of the consortium.

Curriculum and Study Structure: Detailed information on: programme structure, modules offered in each semester, specialisation tracks if any, master thesis framework

Mobility Pathway: Description of student mobility across partner institutions.

Admission Information: Information on eligibility requirements, application process, required documents, deadlines

Student Experience: Information about student life, support services, mobility experiences

Industry and Research Collaboration: Description of the programme's engagement with industry and research institutions.

Contact Information: Contact details for programme coordinators and administrative support.

1.3. Digital Promotion

Digital communication plays a central role in promoting the MEMSE programme globally.

Digital promotion activities include: programme website, social media outreach, online webinars, digital information sessions. Social media platforms may be used to:

- highlight programme achievements
- share student experiences
- announce application deadlines
- promote research activities within the programme

Digital promotion ensures that **The Programme** reaches prospective students worldwide.

1.4. Academic Network Promotion

Partner universities will promote **The Programme** through their academic networks.

Promotion channels include: departmental mailing lists, partner universities, international academic collaborations, research networks, Faculty members may also promote **The Programme** through their professional networks and research collaborations.

1.5. Participation in Education Fairs

The MEMSE programme will also be promoted through international education fairs and recruitment events. Participation in these events allows programme representatives to interact directly with prospective students and provide detailed information about the programme.

Examples of recruitment events include:

- international education exhibitions
- graduate study fairs
- academic conferences

These events provide valuable opportunities to increase programme visibility.

1.6. Webinars and Online Information Sessions

Online information sessions will be organised periodically to introduce **The Programme** to prospective applicants. These sessions may include:

- programme presentations
- discussion with academic staff
- student testimonials
- question-and-answer sessions

Webinars allow prospective students from different regions to learn about **the Programme** and interact with programme representatives.

1.7. Promotional Materials

Promotional materials will be developed to support recruitment activities.

Examples include:

- programme brochures
- digital flyers
- promotional videos

- programme presentations

These materials provide clear and concise information about **The Programme** and may be distributed through digital and physical channels.

1.8 Collaboration with Industry and Research Organisations

Industry and research organisations may also support programme promotion. Industry partners may contribute by:

- sharing programme information through their networks
- participating in programme events
- promoting internship opportunities

Such collaboration increases the visibility and credibility of the programme.

1.9 Alumni Engagement

Graduates of **The Programme** will play an important role in promoting the MEMSE programme. Alumni may contribute by:

- sharing their experiences with prospective students
- participating in programme events
- acting as ambassadors for the programme

Alumni engagement helps strengthen the long-term reputation of the programme.

1.10 Monitoring of Recruitment Activities

Recruitment activities will be monitored to evaluate their effectiveness. Indicators used for monitoring may include:

- number of applications received
- geographic distribution of applicants
- conversion rate from application to enrollment

Regular evaluation of recruitment strategies will allow **MEMSE** to refine its promotional activities and improve outreach.