

BENCHMARKING PERFORMANCE IN CHINA

Knowing how well your marketing and recruitment strategies are performing in China allows you to make any necessary adjustments to ensure long-term success.

We can also help you ensure the quality of your off-shore programs through intensive student/partner feedback and a rigorous examination management process.

MARKETING & PROMOTION

Understand how you appear compared to your competitors:

- Find out how you appeared through key word searches
- Compare questions and responses from different channels

RECRUITMENT/AGENCY SELECTION

Find out how the organizations you are benchmarking against are recruiting in China:

- Receive periodical recruitment activity updates
- Benchmark your competitors' agent selection(s) and management policies

OFF-SHORE PROGRAM DELIVERY

RECRUITMENT & TEACHING

Survey of/Feedback from current students;

Broader interviews/survey to:

- identify your partner/students' needs
- gain a clear understanding of your program's industry reputation
- ensure your local delivery program is meeting expectations;
- ultimately determine whether your local delivery program is sustainable.

EXAMINATIONS

- Printing and delivery;
- Collection and return of exam papers;
- On-site supervision;
- Post-exam reports;
- Provision of 3rd party in-country (across multiple cities) exam supervision service to ensure your programs' reputation and quality standards;

CHE READERS, CLIENTS AND PARTNERS



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