



*A public-private partnership of the U.S. Department of Commerce,
International Trade Administration, Center for International Trade
Development and Southern California Educational Service
Providers*

DATE: 04 March 2004
TO: ETEC Members
RE: Top 3-5 Programs

Dear ETEC Members:

Let ETEC help you promote your top 3-5 programs in Asia.

Feedback from partners and cooperators in Asia that specialize in the education and training field; revealed the following:

- A plethora of MBA programs; nearly 1,100 MBA programs from around the world are marketing themselves in Singapore alone!
- U.S. Education Centers, agents and other cooperators cannot speak knowledgably about more than a few providers or programs
- Asian students generally refer to school rankings as a starting point in their decision making model and are generally not aware of many of the excellent programs available in Southern California.

We believe an effective strategy for ETEC would be to help promote 3 to 5 of your most distinguished programs, this would:

- Help gain mind share with the U.S. Education Centers, agents and other cooperators, by giving them additional confidence in their counseling sessions with students.
- Promoting specialty programs that provide additional “sizzle” to your marketing effort, which can help to generate additional “word of mouth” advertising
- Focus on core competencies to help differentiate your offering in the larger global market.

The information you provide to us, will be *highlighted* on the ETEC website and other ETEC marketing communications. This will be in addition to the links to your complete range of programs.

PLEASE RESPOND with your offering and related information to mdcpmanager@rcc.edu