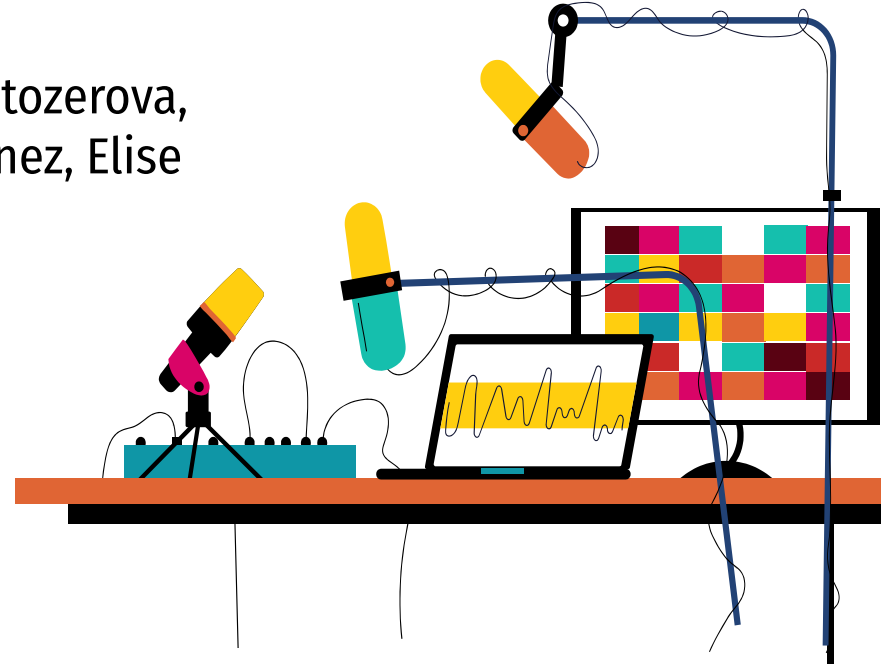


Podcast - Marketing TLU's Bachelor's and Master's Programmes to International Students

Members: Veronika Yashkina, Yelizaveta Pustozerova,
Tomoe Watashiba, Pierangelly Del Rio Martinez, Elise
Ruotsalainen, Andres Reitsnik

Supervisor: Katariina Kalda

Mentor: Terry McDonald



Goals and importance of the project



Increase students' interests

In English language study programs at Tallinn University

Create specific sources of information

For international students

Record 2 episodes of podcasts

About English language study programs at TLU

Share student's experience

Of studying in international courses in Tallinn University

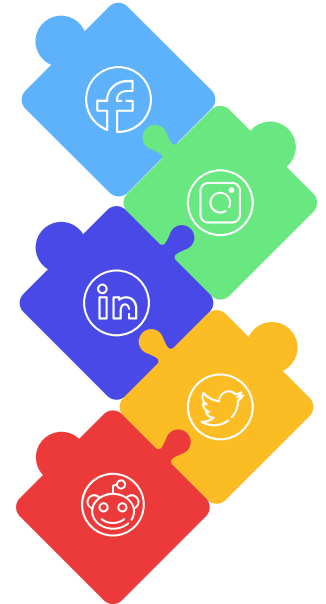
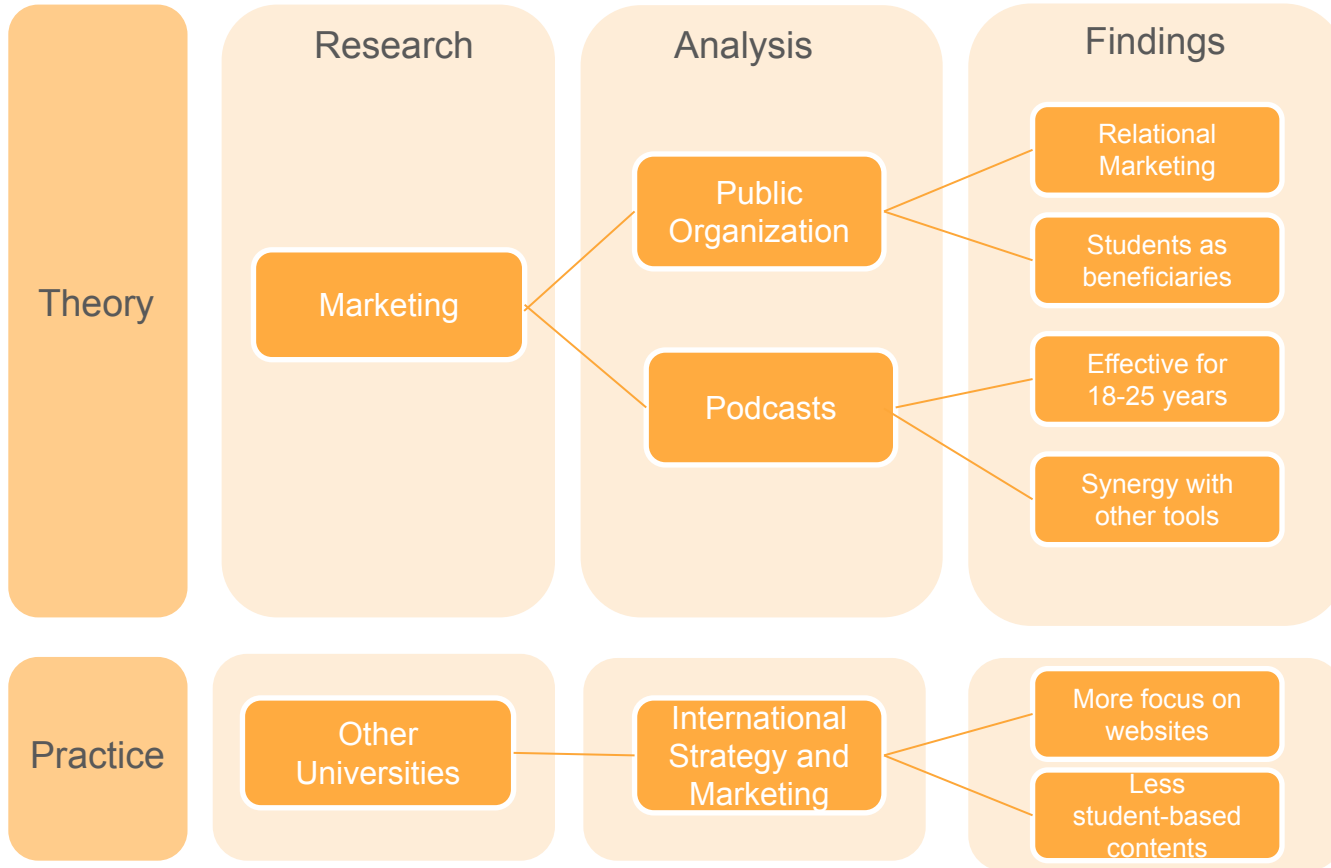
The roles of each team member

Group member	Tasks
Elise	Marketing theories and strategies, publication of podcast
Pierangelly	Market research, digital marketing
Tomoe	Competitors research, Website guide
Veronika	Market research, full script of podcast episodes, sound editing, publication of podcast, digital marketing
Yelizaveta	Full script of podcast episodes, sound editing
Andres	Marketing theories and strategies, preparation of interview questions, creation of podcast teasers
Katariina	Project's supervisor, preparation of interview questions, publication of podcast
Collaboratively	Preparation of topics for discussion and recording of podcasts, weekly discussions on next steps

Implementation of activities

Action	Deadline
Preliminary research: <ul style="list-style-type: none">● Marketing theories and strategies● Market research● Competitors research	04.10 20.09 20.09
Podcast script and structure: <ul style="list-style-type: none">● Preparation of interview questions and introductory speeches● Preparation of topics for discussion● Full script of podcast episodes	04.10 11.10 25.10
Podcast production: <ul style="list-style-type: none">● Recording and filming● Sound editing	26.10 26.10 - 24.11
Post-production marketing: <ul style="list-style-type: none">● Creation of video teasers● Publication of podcast (YouTube + Spotify)● Digital marketing (TLU's Instagram + Facebook)	18.11 - 27.11 23.11 - 01.12 23.11- ...

Research-based approach



Interdisciplinarity - Think across boundaries

Knowledge and expertise of our team



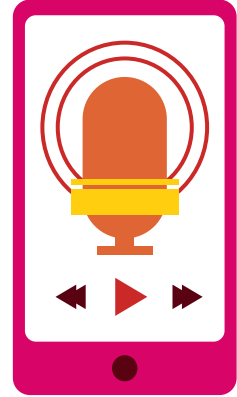
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Diverse Methods



Podcast episodes and TLU website guide

- Recording at BMF on 26th of October
- Two podcast episodes: Bachelor's studies and Master's studies
 - BA: Veronika, Yelizaveta and Elise, Katariina as the host
 - MA: Katariina and Pierangelly, Andres as the host
- TLU website guide
 - Tomoe
- Everyone had prepared speeches beforehand; episodes in the form of interview
- Few recordings taken during the day
- Teasers created from the podcast episodes



Teasers of podcast episodes



MA episode



BA episode

Media Distribution

Having successfully recorded our podcasts we decided that the best way to distribute them would be through:

- TLU official YouTube channel
 - <https://www.youtube.com/user/TallinnaYlikool/videos>
- TLU official SoundCloud channel
 - <https://soundcloud.com/tallinnaylikool>
- TLU Student podcast channel
 - <https://open.spotify.com/show/OTRMsX71Y5zwClgqNq907y>
- TLU official Instagram account
 - <https://www.instagram.com/tallinnuniversity/>
- Our own Facebook page for distribution
 - <https://www.facebook.com/TLUinternationaltalkspodcast>



Media Distribution

Here are some of the posts



Tallinn University - International Talks Podcast

4 December at 19:40 · 🌐

What is it like to pursue a Master's degree at Tallinn University? In episode 2 of the International Talks podcast, two MA students talk about their degrees and experiences living in Tallinn, Estonia.

Discover...

- More info on the **Communication Management** and **Literature, Visual Culture & Film Studies** MA studies programs.
- What is it like to move to Estonia from abroad.
- How easy/difficult is the application process.



Special Episode: TLU International Talks - MA Studies

Listen to this episode from Tallinn University Student Podcast on Spotify. Have you been considering applying t...



Tallinn University - International Talks Podcast

24 November at 21:03 · 🌐

Thinking about a Bachelor's or Master's studies abroad? Perhaps you'd be interested in studying in a tiny, beautiful country next to the Baltic Sea? 🇪🇺 If so, this podcast is for you! Tallinn University International Talks is a 2-episode podcast where students share their personal experiences living and studying abroad. 🌍

Tune in and discover:

- 🎧 What studying at Tallinn University is like
- 🎧 What living in the city of Tallinn is like
- 🎧 Interesting facts about some of the most popular TLU English language programs (Crossmedia BA, Politics & Governance BA, Communication Management MA, and Literature, Visual Culture & Film Studies MA).
- 🎧 The basics about TLU's application process
- 🎧 How Estonian people are like

Coming soon...



What is it like to study at Tallinn University?
How about living in Estonia as an international student?

**THANK
YOU FOR
LISTENING!**

ERIALASID LÕIMIN
ELU.
UUENDUS



Euroopa Liit
Euroopa
Regionaalarengu Fond



Eesti
tuleviku heaks



TALLINNA ÜLIKOOL