

## Title of the project

**IMN - Development of International Marketing Network to promote Barents Region Higher Education**

Duration: 3 years

## Summary description

The overall objective of the IMN project is to increase competitiveness and promote quality offer of the Barents Region higher education through improved accessibility and structured co-operation among the Barents Region and third-country institutions.

Specifically project is aiming to develop International Marketing Network by jointly elaborated strategic administrative and advertising tools in order to market Barents Region higher education in the world.

Main target groups: higher education institutions, administrative and academic staff in higher education institutions, students in higher education institutions, graduates searching further education opportunities.

Main activities:

1. Co-analysing and strategically developing international relations administration;
2. Increasing know-how and sharing best practices on the Bologna Process implementation within partner institutions as a tool for promotion of the Barents Region higher education;
3. Promoting Barents Region higher education in the world;
4. Evaluating and disseminating project results.

Major outputs:

- **The Barents Education Network** operating as an International Marketing Network in the Barents Region;
- Marketing Strategy to promote Barents Region higher education;
- Strategic Conception of international relations administration development;
- Visual, written and virtual marketing materials as:
  - Joint brochure, leaflet and promotional items;
  - Joint exhibition stand;
  - Project's web portal – [www.barentsedu.net](http://www.barentsedu.net) and student web portal – [www.studybarents.net](http://www.studybarents.net)

## Beneficiary

Lapin yliopisto, Finland  
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## Coordinator

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## Partners

Rovaniemen ammattikorkeakoulu (Rovaniemi Polytechnic), Finland  
Kemi-Tornion ammattikorkeakoulu (Kemi-Tornio Polytechnic), Finland  
Umeå universitet (Umeå University), Sweden  
Luleå tekniska universitet (Luleå University of Technology), Sweden  
Høgskolen i Bodø (Bodø University College), Norway  
Høgskolen i Tromsø (Tromsø University College), Norway  
Murmansk State Pedagogical University, Russia  
Murmansk Humanities Institute, Russia  
Arkhangelsk State Technical University, Russia  
Northern State Medical University, Russia  
Pomor State University, Russia  
Murmansk State Technical University, Russia

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