

PUTTING THE BALTIC SEA REGION ON THE MAP

TOWARDS A GLOBAL PROMOTION STRATEGY FOR HIGHER EDUCATION IN NORTHERN EUROPE

Humboldt University of Berlin, November 16-17, 2006

The Baltic Sea Region is, like Europe as a whole, committed to the Bologna Declaration of 1999 and its ambition to establish a common area of higher education with a worldwide reputation of attractiveness. What has been done to achieve this goal? And what remains to be done? The conference at Humboldt University of Berlin will offer up to date information about the state of affairs of the Bologna Process in the Baltic Sea Region, and it will open the floor for discussion of future marketing and promotion strategies.

Putting the Baltic Sea Region on the world map of higher education is also the primary goal of the Erasmus Mundus Action 4 programme *BalticStudyNet*, which will host the Berlin conference. As *BalticStudyNet* will conclude its activities by the end of 2006, the conference will give an opportunity to sum up and review the programme's experience in light of the overall aim of enhancing the attractiveness of Europe as an educational destination.

The first day of the conference (Nov. 16) will be dedicated to the discussion of a series of country-by-country reports on the implementation of the Bologna process in the Baltic Sea Region. Scholars and higher education specialists from all countries of the region will present their data and assessments on such questions as: How big is the share of the national student population currently enrolled in the new BA-MA-Phd framework of higher education? How is that framework structured (i.e. respective duration of BA, MA and Phd programmes)? Are all types of higher education institutions integrated into the Bologna framework, or just full-scale universities? How is the system of programme accreditation organised? Has higher education in the Baltic Sea Region become more international in terms of English-taught programmes?

Day two of the conference (Nov. 17) will feature the recent development of marketing European higher education in a global context with a view to discussing future promotion strategies. The specific experience of the Erasmus Mundus Action 4 programme *BalticStudyNet* will be combined with key findings of survey studies of perceptions of European higher education in third countries, and it will be asked how concepts like the branding of places can contribute to the design of a global promotion strategy for higher education in Northern Europe.