

Culturally diverse environment in the uc denver

Education



**ASSIGN
BUSTER**

The University of UC Denver should adopt different marketing strategies such as targeting the potential international students through various social media platforms, sending them emails, and running its banners and ads on the websites that are popular among the young generation. To compete with other universities it is highly important for our university to adopt the viral marketing approach to make its name be heard in the international community. It is highly important for our University to form different counseling groups of different communities which will efficiently help the administration in addressing the problems of the international students at the campus. These groups can also be used as an effective tool to spread the positive word-of-mouth on the University's approach and reputation which will make it more appealing for international students. With the growing competition among different universities, it is the high time for our university to focus more on targeting the international students and to create awareness about different courses that are offered here, the friendly environment with a completely culturally diverse atmosphere that makes the students more confident and helps them to understand people from different backgrounds and polish their personalities. The basic aim of this proposal is to highlight the problems which should be addressed in order to make the campus more appealing for international students as compared to other universities in the USA. The administration should work effectively in collaboration with the students to overcome the problems. It is highly important to have a proper channel for the marketing of the university with efficiently working community groups for the students. These strategies will enable the university to grow stronger with an increased number of

international students which will boost its reputation. This will also help in promoting an unbiased environment at the campus.