

Study UK



Areas to cover

- Study UK campaign
- About the UK
- Why to study in the UK?
- Massive open online courses
- Study UK Alumni Awards
- British Council Education Agent Training

Study UK



Study UK

- Launched in current form in 2016, Study UK is the only national-level campaign that promotes the UK as a first-choice study destination all over the world.
- Delivered by the British Council in partnership with the UK government's GREAT Britain campaign, which encourages people to visit, invest, and study in the UK.

Study UK





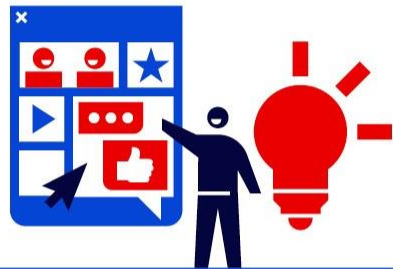
1. Explore possibilities

Students at this stage are:

- considering studying abroad (UK vs. other countries)
- looking for inspiration
- seeking evidence of why the UK is the best choice for their future.

Study UK runs:

- awareness and consideration campaigns ('I'm on my way')
- content that profiles key pull factors of the UK (employability, academic excellence and student experience)
- 'Why study in the UK?' webinars and events
- participation in education fairs and exhibitions
- free taster courses from a range of UK HEIs.



2. Filter and finalise

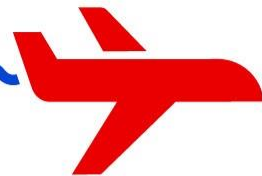
Students at this stage are:

- exploring the practicalities of studying in the UK
- looking for information on courses
- seeking practical guidance about application processes and the cost of studying.

Study UK runs:

- a suite of content about subjects you can study in the UK
- information across digital channels about universities, courses, costs, scholarships etc.
- the GREAT Scholarships campaign.

Study UK and the student journey



3. Apply and accept

Students at this stage are:

- applying to their chosen institutions
- looking for support in navigating the application process, scholarship applications, writing personal statements etc.

Study UK directs students to HEIs for this stage, but also provides a suite of video and written content about HEI and scholarship applications.



4. Prepare to live

Students at this stage are:

- preparing for studies and life in the UK
- looking for information on applying for a visa, searching for accommodation
- seeking reassurance about travelling to the UK, settling in and navigating their first week.

Study UK runs:

- a free online course for offer holders
- pre-departure briefing events (global and regional)
- a range of campaign content about preparing for studies
- #ReadyForYou social media campaign.

[Home](#)[Why study in the UK?](#)[Plan your studies](#)[Scholarships and funding](#)[Moving to the UK](#)[After your studies](#)[Blog](#)**World-famous universities****Cost of studying in the UK****Student life in the UK****About the UK**

Search for UK courses and scholarships

[Courses](#)[Institutions](#)[Scholarships](#)

Search by course keyword or subject:

Course search keywords

or

Select subject



Select level of study



Select region of UK



Search

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About the UK

Study UK



About the UK



The United Kingdom of Great Britain and Northern Ireland

- Four nations – England, Scotland, Wales, and Northern Ireland.
- One of the oldest democracies in the world.
- Modern, forward-looking country.
- Multicultural society.
- Open and inclusive.
- Safe and secure.

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The four UK nations

- The UK is a union of four nations.
- Each nation has similarities and differences that make studying there unique.
- Travel freely between each of the UK nations.
- Choosing to study in the UK provides the opportunity to discover all four.



About England

- **Population – 56.29 million**
- **Capital city – London**
- **Multicultural** and diverse cities.
- **40 airports** and **2,563 train stations**.
- **Stunning landscapes** - forests and woodland, parks and gardens, lakes and waterways, beaches and coastlines (**30 Areas of Outstanding Natural Beauty**).
- Home of **Shakespeare** and literary greats.
- **Vibrant music scene** with hundreds of festivals.
- Home of the **Premier League**, **Wimbledon** and **Lord's Cricket ground**.
- Visit <https://www.visitengland.com>



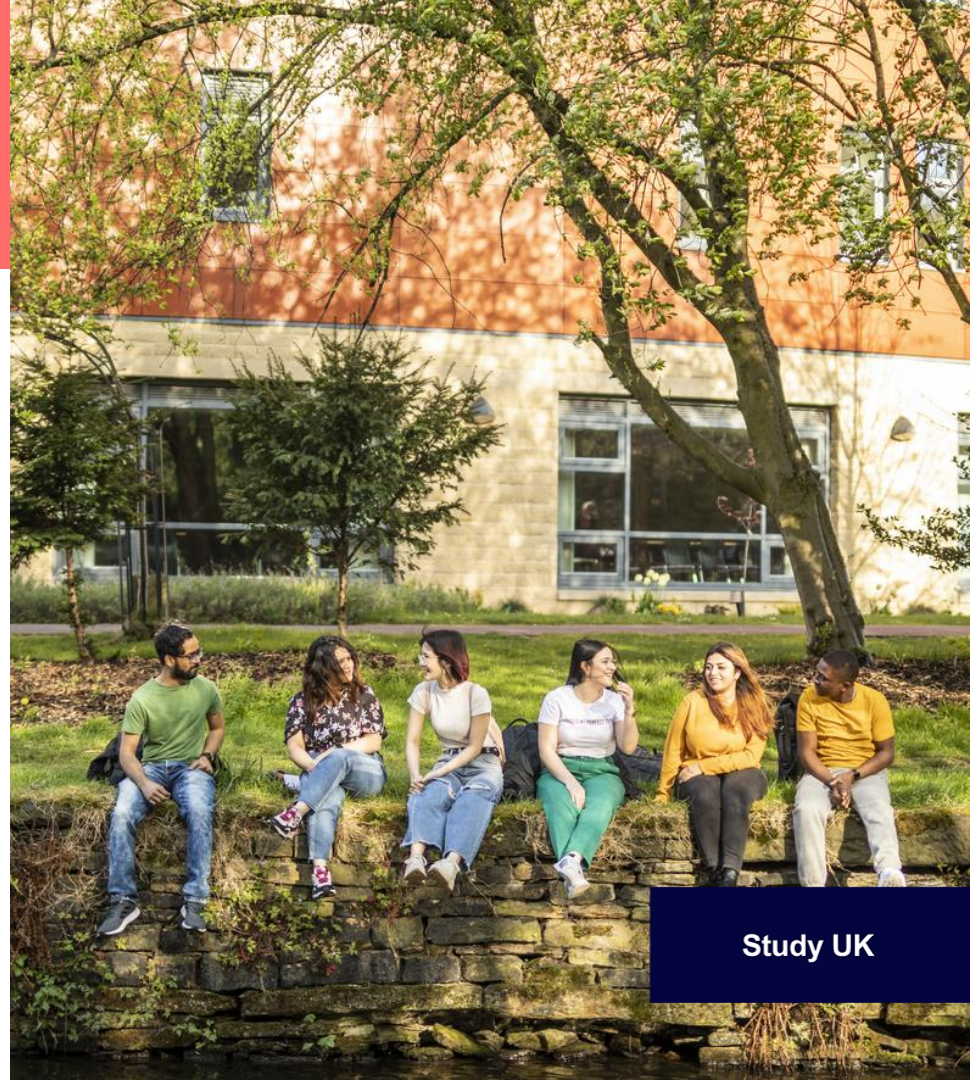
Why study in the UK?

Study UK



Home of the English language

- English is spoken by over 95 per cent of the population.
- Our other native languages include Scots, Welsh, Irish, Gaelic, Ulster Scots and Cornish.
- Non-native languages spoken in major metropolitan areas: Arabic, Bengali, Cantonese, French, German, Gujarati, Hebrew, Italian, Mandarin, Polish, Portuguese, Punjabi, Romanian, Somali, Spanish, Tamil, Turkish, Urdu and many more.



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A place where everyone is welcome



- The UK is a very tolerant country.
- All ways of life are respected.
- Against the law to discriminate against anyone because of their race, nationality or religion.
- Deep commitment to supporting students' religious and cultural needs on campus.
- 20 per cent of academic staff in the UK are from overseas.
- Connect with people from all over the world.

An exceptional cultural experience

- Breathtaking scenery, countryside, mountains and coastline.
- Experience the very best in music, art, theatre, film and literature.
- We have given the world superstars from Hamlet to Harry Potter, The Beatles and The Rolling Stones to One Direction and Ed Sheeran.
- Enjoy everything from the muddy, exciting Glastonbury Festival to the refinement of the Royal Opera House.



An exceptional cultural experience



- Home to some of the greatest experiences that sport can offer.
- The UK invented football, tennis, rugby, golf, cricket and more.
- Cheering on teams in the English Premier League, watch a test match at Lord's, or enjoying a singles final with friends at Wimbledon.
- Experiences here like nowhere else on earth.

The best in science, research and innovation

The UK is:

- one of the world's trusted and most innovative countries
- consistently at the forefront of science, culture, finance, politics and more
- the birthplace of many world-changing events, from the Industrial Revolution to the invention of the World Wide Web
- a small country which exerts enormous global influence
- ranked at #1 for the impact of its scientific research
- home to the Russell Group – universities renowned for world-leading research.



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A place to think differently



The UK's innovative teaching methods produce successful, versatile graduates who are sought-after by employers around the world.

The UK has:

- two of the world's top three universities
- a further 26 universities and colleges among the world's 200 best institutions for learning.

During your studies in the UK, students will:

- learn from leaders in their field
- be encouraged to recognise good ideas
- learn to question information and theories with an open mind
- learn to weigh different arguments against each other
- learn to use strong evidence when developing your own fresh perspectives, opinions and ideas.

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A place to stand out from your peers

UK graduates are among the most employable in the world.

Employers seek out UK graduates because they:

- have developed an excellent command of English
- are more aware of new research and current professional practices
- have more cultural experience than students who stay in their home country
- can work with colleagues from all over the world
- understand how modern business works, thanks to the skills they've learned during work placements
- can adapt more quickly to all kinds of professional cultures.



Strong links with industry



UK universities maintain strong links with many industries, both in the UK and internationally.

- The UK is a world leader in technological innovation.
- Many multinational companies are headquartered here.
- Industry-led learning approaches.
- Students benefit from practical work and courses that understand current practices and demands.
- Many UK degrees offer placements, internships and volunteering positions as part of the course.
- All universities in the UK hold job and careers fairs for their students, offering you the chance to meet employers and learn more about potential careers.

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Study options

A variety of study options

UK universities have one of the most diverse subject offerings in the world.

Undergraduate courses include:

- bachelor's or undergraduate degrees (full-time)
- bachelor's or undergraduate degrees (part-time)
- shorter courses such as a foundation degree, Diploma of Higher Education, Higher National Diploma, and Certificate of Higher Education.

Postgraduate courses include:

- master's degrees
- MBA courses
- PhDs or doctorates
- postgraduate diplomas and qualifications (these are usually shorter than a master's and do not involve a thesis or dissertation)
- professional and vocational qualifications.



Choosing a location



In the UK, there are over 160 higher education institutions to choose from, and they can be found in every location.

Here are some of the things to consider when choosing where to study in the UK:

- In a city, or somewhere quieter and more remote?
- Extra-curricular passion that would suit a certain location?
- Family or friends in the UK nearby?
- Cost of living in big cities?
- Preference for studying in England, Scotland, Wales or Northern Ireland?

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Types of universities

Traditional universities

- Often the largest and have the longest histories.
- Located in cities.
- May have higher entry tariffs.
- Global reputations for research, with many of the prestigious 'Russell Group' universities falling into this category.



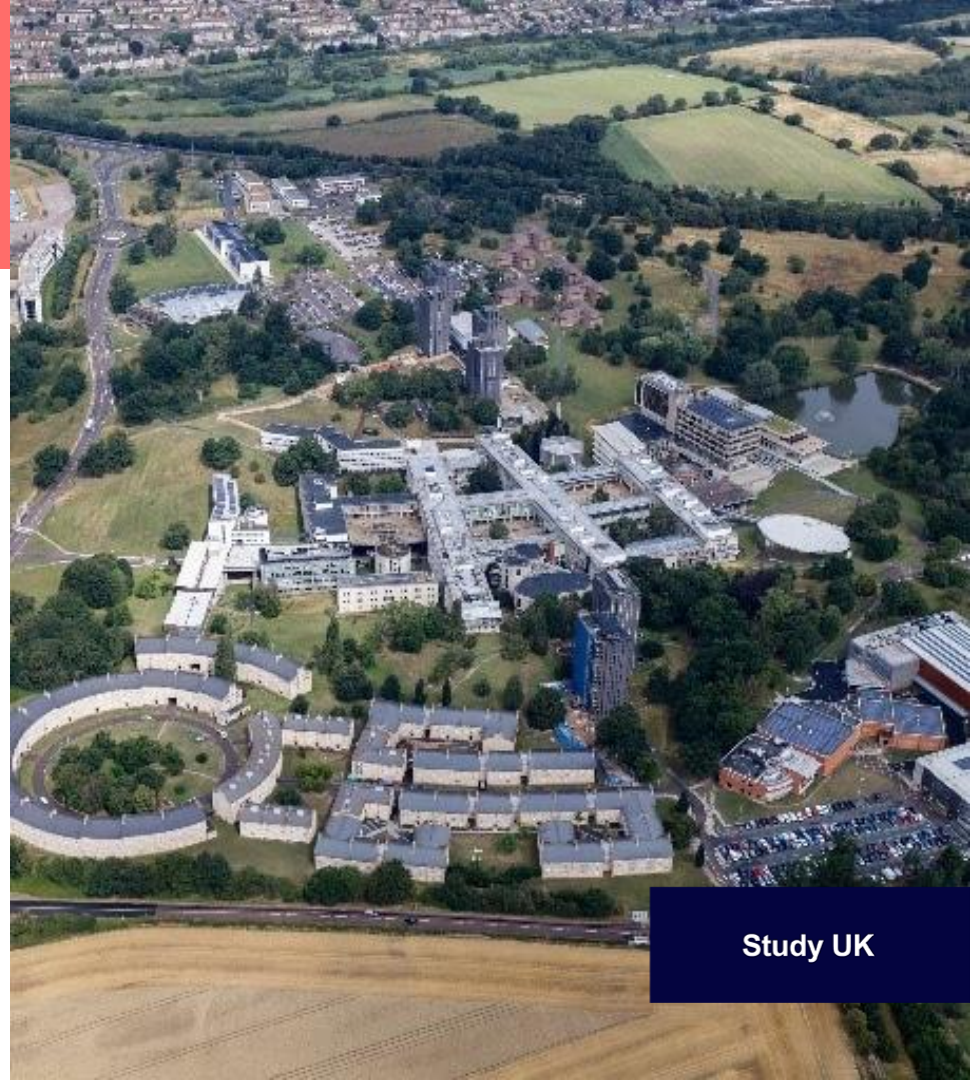
Metropolitan universities



- Based in cities.
- Shorter histories than accompanying traditional universities.
- Wider variety of courses on offer.
- Lower entry tariffs (although this will depend on the university and course).

Campus universities

- Facilities that are all self-contained (lecture halls, accommodation, shops, libraries, laboratories).
- Located on the outskirts of cities or in smaller towns (although there are plenty of campus universities in cities, too).
- Feel safe and part of a community.



Specialist universities



- Focus on a particular subject area, such as science, law, agriculture, music, dance or drama.
- Some are known as 'conservatoires'.
- Examples include the University of Law, the Royal Agricultural University, the Royal College of Music and the Royal College of Speech and Drama.

Massive open online courses

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Providing support

- The Study UK campaign is not just about promoting the UK as a study destination to international students, we also want to support them through their student journey.
- Studying away from home is a big step and is a life changing experience, and as a campaign we have recognised this, and have created some online courses to support students through some of the challenges they may face.



Online courses



Study UK

- **Prepare to Study and Live in the UK:** Supporting international students prepare for their UK education and cultural experience prior to arrival.
- **Preparing for Work:** Supports final-year students, recent graduates and alumni transition into employment and career development.
- **Managing your well-being while studying in the UK:** Supports international students in building self-care habits to support their well-being when studying.



Study UK Alumni Awards

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Study UK Alumni Awards

- The Alumni Awards celebrate the **outstanding achievements** of alumni and showcase the impact and value of a UK higher education.
- Global and national level events serve as platforms for stories.
- HEIs key to the storytelling and collaboration.
- Four award categories – Science and Sustainability; Culture and Creativity; Social Action; Business and Innovation.
- Applications opened **1 September 2023**.
- Awards ceremony in the USA will take place in February 2024.

Study UK



British Council Education Agent Training

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New training course

- Redesigned core course – mobile friendly
- Approximately 25% less learning time and more focused than the previous course
- Modules can be studied in any order
- Ability to skip content and move directly to assessment
- Free of charge
- Leads to British Council certification and listing on website
- Likely to be required by UK providers

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Thank you

