

Case Study:

Luiss Business School

How Luiss Business School connects with Studyportals' global audience to attract top international students and expand its brand worldwide

PARTNERING FOR TRULY GLOBAL STUDENT RECRUITMENT

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with Studyportals' global audience to attract top
international students and expand its brand
worldwide

#winningstrategies

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Introduction

Expanding globally across

multiple campuses



Luiss Business School is actively expanding its international presence with new programmes across its campuses in Amsterdam, Milan, Belluno, Dubai, and Rome. Although well-recognized in Italy, Luiss is partnering with Studyportals to elevate its global profile and enhance its international student recruitment.

This collaboration not only boosts Luiss Business School' visibility worldwide, but also supports its mission to diversify its student body across all its campuses. The partnership focuses on effectively promoting its wide range of new programmes and tapping into a global pool of prospective students, ensuring a diverse and vibrant educational environment.



First point would be the diversity and also to be able to compete abroad. We want to take our brand abroad in Europe, and in the rest of the world.



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The Case Study

Meet our client & the institution



Irma Musella

Recruitment Consultant at Luiss Business School

Irma Musella is a Recruitment Consultant at Luiss Business School, specializes in improving recruitment and admissions through data analysis. She handles a variety of tasks including academic counselling, organising admissions tests, and planning recruitment events like student fairs. Irma also manages a comprehensive database of student information, analyses recruitment trends, and coordinates financial assistance applications.

Luiss
Business
School

Luiss Business School

Luiss Business School specializes in full-time master's degrees, MBA, and executive programmes, with campuses in Rome, Milan, Amsterdam, and Dubai. Offering 72 courses, including 29 in English, the school provides a robust educational experience that blends intensive coursework with practical internships. Catering especially to international students, Luiss Business School offers merit scholarships, free Italian language classes, and accommodation assistance through Casa Luiss. The school's global focus is enriched by vibrant campus life, including dining, social events, and sports, ensuring a comprehensive academic and cultural experience.

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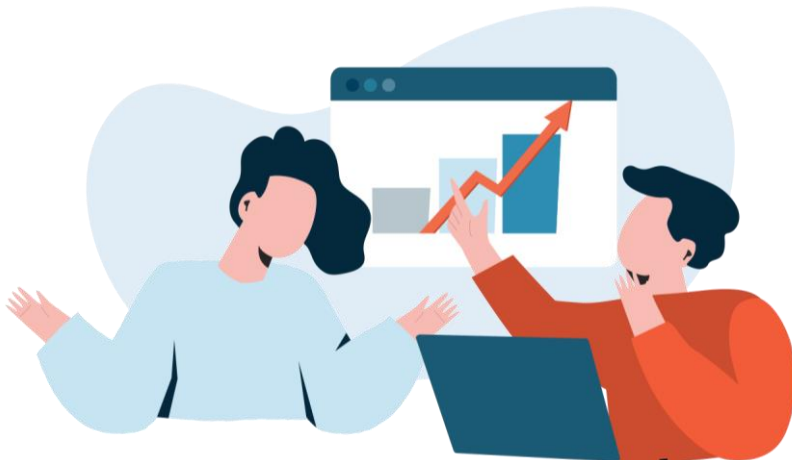
The challenge

Standing-out in a competitive

market

The challenges facing Luiss Business School include:

- While a prominent name within Italy, Luiss Business School seeks to elevate its international stature and draw in a more global student body.
- Aiming high in the rankings, Luiss Business School seeks to secure a place among the globally recognised elite business schools and become a magnet for the world's best students.
- With the rollout of its new Amsterdam campus, the institution is focusing on extending its brand and facilitating student mobility internationally to drive enrolment.
- In broadening its presence with additional campuses, Luiss Business School is committed to not just broadening its worldwide brand recognition but also to attracting a varied and vibrant international student base to foster a rich, multicultural academic environment.



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The solution

Studyportals connects Luiss Business School with prospective students at different stages of their educational journey, allowing the business school to engage with interested candidates early on, fostering a stronger connection and increasing the likelihood of enrolment.

Through Studyportals, Luiss Business School has been able to highlight their unique student-centered approach and desirable locations to prospective students, helping the school stand out in a competitive market.

This robust digital engagement is paving the way for Luiss Business School's expanding international influence.

Home > Countries > Italy > Luiss Business School

Luiss Business School Multiple locations

[Visit Luiss Business School Website](#)

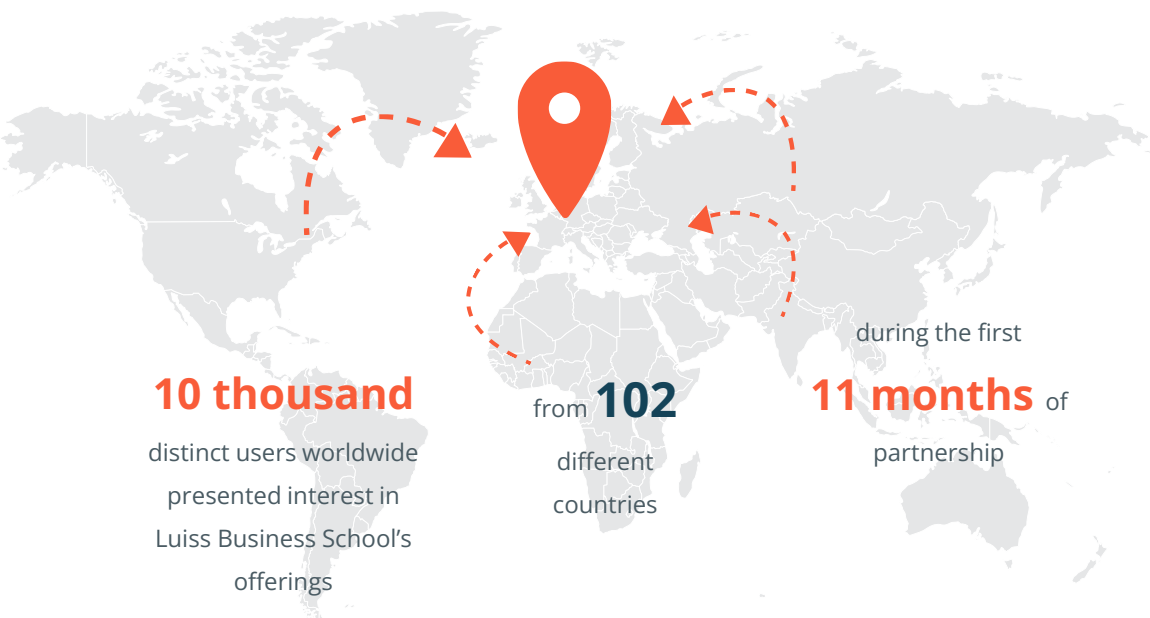
Improve page content →

16 Masters	56 Scholarships	110 Academic Staff	537 Students
49 Students (int'l)	290 Students (female)	Private Institution Type	

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Results

From **May 2023 to April 2024**, Luiss Business School's promotion through Studyportals yielded interest from 10 thousand distinct students across 102 countries, spotlighting its 24 featured programmes. The early stages of this joint effort have already revealed the extensive potential within Studyportals' audience – a promising sign of the opportunities that align with their internationalisation efforts.



For international students, I would say that what makes it different is the student experience.



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Get in touch

Increase brand awareness

When students are finding their dream programme, make sure your university stands out through SEO, targeted banners, emails and newsletters.

Capture student interest, diversify

Have informed and interested students referred to your university and programme landing pages and capture requests for additional information.

Maximise target market results

Enhance student engagement on focused regions, evaluate success through dedicated reporting and expand international reach while managing risk

Curious about how Studyportals can help your institution excel in student diversification?
Let's talk

consulting@studyportals.com



9 portals



55M+ unique visitors every year



1M+ international enrolments over 8 years



3,500+ participating institutions



240,000+ programmes listed



Multiple levels of education



Geographic detail at city-level



Monthly data updates



studyportals

#actingoninsights

**Get in touch to discover how we can help
you enhance your international student
recruitment strategy**

hello@studyportals.com