

# MARKETING HANDBOOK: 2022 ONLINE LEARNING

## THIS HANDBOOK WILL...

help you develop a strong understanding of our programs and connect with student demographics that would best benefit from these programs. Through the primary takeaways outlined in this handbook, we hope you will be able to help your students build a plan to achieve their goals in higher learning with the help of our online programs.



U of T is consistently ranked top university in Canada



U of T has a diverse student body, including 10,000 international students



U of T is consistently ranked in the top 25 universities worldwide

## WHY CHOOSE OUR ONLINE LEARNING COURSES?



### Certificate of Completion

Take programs and courses led by experienced instructors and receive a certificate of completion for every course you complete.



### Academic & Learning Skills

Discover opportunities to develop your academic and leadership skills through an immersive university academic experience.



### Personal Confidence

Achieve a wide range of educational outcomes and gain personal confidence through interactive virtual learning.

# ONLINE COURSES KEY TAKEAWAYS



## PERSPECTIVES ON GLOBAL HEALTH

Perfect for: students who are interested in developing university skills with a focus on social sciences and the health industry

- ➡ Develop university research, critical thinking, and public speaking/presentation skills
- ➡ Gain confidence in team cooperation, leadership skills, diplomacy, resolution development, and analytical skills
- ➡ Learn more about the broader health community and develop a greater awareness of how people can influence the system

## GLOBAL CITIZENSHIP CHALLENGE

Perfect for: students who want to develop leadership in a global setting and bring about change to their communities and the world

- ➡ Develop confidence and intercultural competencies in different leadership styles (individual and team) within a global setting
- ➡ Enhance university research, critical thinking, and public speaking/presentation skills
- ➡ Develop global citizenship through better understanding of ethics and cultural awareness

## PERSPECTIVES ON GLOBAL BUSINESS

Perfect for: students who are interested in developing university skills with a focus on business and entrepreneurship.

- ➡ Develop university research, critical thinking, and public speaking/presentation skills
- ➡ Gain confidence in team cooperation, leadership skills, diplomacy, resolution development, and analytical skills
- ➡ Learn more about modern businesses from risk management and fundraising to marketing, entrepreneurship, and creating a brand-new business

# SOCIAL MEDIA PACKAGE



## ABOUT THIS SECTION & GENERAL GUIDELINES

This Social Media Package is designed for you to use across your socials and optimized for Instagram. Please feel free to use the images and captions below in your recruitment efforts.

- ➔ Be sure to tag us at @ut\_intlprograms on Instagram.
- ➔ If you would like to link to our website for further information, course pages are linked below.
- ➔ Please do not alter the image in any way. If you require additional marketing materials, please contact us and our team will be happy to help.
- ➔ Feel free to use or translate the captions below!

## GENERAL: ONLINE LEARNING

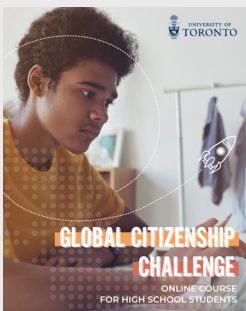


### CAPTION

The University of Toronto International Programs offers a variety of online courses throughout the year, such as the Global Citizenship Challenge or the Perspectives on Global Health course, specifically designed for students looking for a challenge. Studying under the guidance of U of T instructors, students will be working with others from around the world.

[Link: InternationalPrograms.utoronto.ca/OnlineLearning](https://InternationalPrograms.utoronto.ca/OnlineLearning)

## GLOBAL CITIZENSHIP CHALLENGE



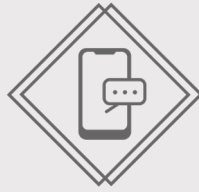
### CAPTION

The University of Toronto's Global Citizenship Challenge course is an online intensive experience in team-building and problem-solving for motivated high school students ready to take on real-world problems. At the end of the course, students will present their solutions to program staff, student leaders, and their fellow classmates.

[Link: InternationalPrograms.utoronto.ca/GCC](https://InternationalPrograms.utoronto.ca/GCC)



# SOCIAL MEDIA PACKAGE



## PERSPECTIVES ON GLOBAL HEALTH



### CAPTION

The University of Toronto's Perspectives on Global Health course is an online intensive experience designed for high school students to explore and analyze the complex factors that highlight key global health challenges and also have the opportunity to explore their own role in finding solutions to these challenges as engaged global citizens.

[Link: InternationalPrograms.utoronto.ca/PGH](https://internationalprograms.utoronto.ca/PGH)

## PERSPECTIVES ON GLOBAL BUSINESS



### CAPTION

The University of Toronto's Perspectives on Global Business course is an online intensive experience for high school students with an entrepreneurial spirit. Students will be learning skills essential to business, such as problem-solving, leadership, and communication; all while working towards a capstone project and pitch their own business plan to their fellow classmates, instructors and UofT community members.

[Link: InternationalPrograms.utoronto.ca/PGB](https://internationalprograms.utoronto.ca/PGB)

## DOWNLOAD HERE

You can download the images on our WeTransfer link below. If you have any issues downloading the images, please let us know.

 **DOWNLOAD HERE:** <https://we.tl/t-t0EFUIYs95>

## NEED ANYTHING ELSE?

Please feel free to contact our team at [internationalprograms@utoronto.ca](mailto:internationalprograms@utoronto.ca) or your International Programs representative if you require any additional materials. Our team will be happy to work with you on any items that you may need.