The Story of an innovative marketing strategy
when Career Centre collaborates with Student Recruitment Unit

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Agenda

• RMIT Vietnam University at a glance
• Overview of the three roles and the two units
• The journey of our collaboration
• The achievements and next steps
• Q & A
Let’s play game

RMIT University Vietnam at a glance

RMIT University in Melbourne, Australia

First 100% foreign owned university in Vietnam

About 6000 students and 500 staff
Three 3 roles and the 2 units

INTERNAL

EXTERNAL

The timeline of our collaboration

Established relationship

Provided career guidance speech at feeder schools and Career Expo

Created strategic plan

2009

2010

2011

2012-2015

First career guidance training workshop for Student Recruitment consultants

Provided career guidance training workshops for Student Recruitment consultants and for key teachers at provincial and national levels
Career Centre’s focus shift

Student Recruitment’s focus shift
Achievements
- more than 10 consultants
- 700 teachers
- 3,000 parents
- 14,000 students

Next steps
Continuing our current projects

Establishing the professional association of career practitioners in Vietnam as a chapter of APCDA.

Hosting APCDA conference in Vietnam in 2019
Thank you and see you in Vietnam

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