Introduction

QS Stars can act as a powerful promotional tool, providing students with trusted and independent evidence of your university’s performance in several key areas. However, there are various steps that institutions themselves can take to ensure that they get the most out of their QS Stars award.

Once their audit has been completed, Star-rated universities receive the QS Stars Development Roadmap, as well as QS Stars badges in all categories and overall. Each badge highlights a university’s level of achievement.

This booklet is a brief guide to how your institution can best utilize these resources, and provides some examples of how QS Stars is currently being used by other participants.

WHERE TO DISPLAY QS Stars

There are many ways to utilize QS Stars badges for promotional purposes:

Recruitment fairs/Conferences
Recruitment fairs represent the perfect opportunity to highlight your university’s results and showcase its achievement to prospective students. Below is an example of a university displaying their QS Stars credentials at recruitment fair stand:
Branding

Below are several other ways in which universities can promote the QS Stars results:

**Business cards**

Printing a QS Stars badge on university business cards

**Campus**

Displaying posters on campus is an easy way to inform both current and prospective students about your institution’s achievements.

**Email Signature**
Advertisements
Using the QS Stars badge on all university advertising material. Below is an example of buses in Singapore and Malaysia with a UNSW advertisement including the QS Stars badge:

Publishing an advertisement page with the QS Stars logo on one of the many QS rankings supplements, guides and other publications. Below are examples of universities that have advertised in the QS World University Rankings Supplement:

Tecnológico de Monterrey, Mexico

[Image of UNSW advertisement on a bus in Singapore and Malaysia]

[Image of Tecnológico de Monterrey advertisement]
Choose the university that leads to international success: The University of New South Wales, Australia

A degree from The University of New South Wales is your passport to global career opportunities
- UNSW is ranked 49th in the QS World University rankings and the 1st Australian university to be awarded the prestigious QS Five Star Plus rating
- UNSW undergraduates have the highest median starting salaries in Australia*
- Experience life in Sydney with 2,000 students from over 120 countries and receive a globally recognised degree from a top university
- Choose from 900+ programs in Arts, Built Environment, Business, Creative and Visual Arts, Engineering, Law and Medicine
- Active student exchange and research collaboration with some of the UK’s top ranked universities including partners from the Russell Group

Apply now: www.international.unsw.edu.au

* Australian Graduate Survey, 2011
University of Central Lancashire, United Kingdom

INNOVATIVE THINKING
FOR THE REAL WORLD

At the University of Central Lancashire (UCLan) we are continually enhancing our standing as a leading, student-focused, higher education institution whose graduates are superbly equipped to thrive in the global economy. We provide outstanding teaching for outstanding students, backed up by world-leading research with real-world impact. With our culture of innovation and enterprise, we aim to help today’s raw talent become tomorrow’s skilled workforce.

The latest UK-wide Research Assessment Exercise highlighted 13 areas of our research as world-leading or of international significance. Our researchers collaborate with experts across the world from major aviation companies such as NASA, through to nanotechnology in Shenzhen. Working with local communities in Africa and Asia and bringing opportunities and skills to the region, we are just some of the ways our researchers are tackling real-world issues.

Visit our website to find out more:
www.uclan.ac.uk

University of Technology Sydney, Australia

UTS: Study at Sydney’s city university

UTS is a contemporary, innovative university, located in the heart of the culturally diverse and vibrant city of Sydney. We are ranked 29 in the QS Top 51 universities under 50 rankings and in the top 500 in the Academic Ranking of World Universities (Shanghai Jiao Tong). Having been awarded five stars in the QS Stars™ rating system, UTS is recognised for its high performance in research, graduate employment, teaching quality and infrastructure.

We offer undergraduate, postgraduate and research degrees plus study abroad and exchange programs in:
- Business
- Communication
- Design, Architecture and Building
- Education
- Engineering
- Information Technology
- International Studies
- Law
- Health
- Pharmacy
- Science

UTS CRICOS Provider Code: 00126A
Making the results visible on prospectuses is a very simple and effective way to highlight your university's achievement and showcase it to prospective students.

QS Stars results can be utilized to help identify appropriate institutions for research partnerships and collaboration, as well as demonstrating your own institution's strengths to others. The QS Stars research badge will be of particular use for this purpose.

Placing the QS Stars badge on your university's website is the first step to announcing the results. Below are some of the many universities that have used the QS Stars badge on their university webpage:

### University of Newcastle, Australia (Australia)

![University of Newcastle, Australia (Australia) badge]

### Sebelas Maret University (Indonesia)

![Sebelas Maret University (Indonesia) badge]

### CESINE University Centre (Spain)

![CESINE University Centre (Spain) badge]
University of Technology Sydney  
(Australia)

Massey University  
(New Zealand)

University College Cork  
(Ireland)

Università Cattolica del Sacro Cuore (UCSC)  
(Italy)
Social Media

Facebook

Universitas Diponegoro (Indonesia)

Monash University (Australia)

Twitter

University of South Australia (Australia)

Monash University (Australia)
Getting in touch with local media can help promote an institution’s QS Stars results, below are three examples of universities using their local media or a media partner to promote their result:

University College Cork results announced in the Irish Examiner:

The Irish Examiner published an article announcing University of College Cork’s results giving a summary’s of the university's achievement in the audit with the Headline:

UCC becomes Ireland’s first ‘five-star’ university

Sungkyunkwan University’s results were announced in the Lahore Times:

The Lahore Times in Pakistan published an article announcing Sungkyunkwan University’s results giving a summary’s of the university's achievement in the audit with the Headline:

SKKU becomes first Korean university to acquire QS 5-Star Rating

Canterbury University’s results were announced in the "The Press":

“The Press” published an article announcing Canterbury University’s results giving a summary’s of the university's achievement in the audit with the Headline:

Canterbury University gets top marks

Contact Details

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Wikipedia

Wikipedia The Free Encyclopedia
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