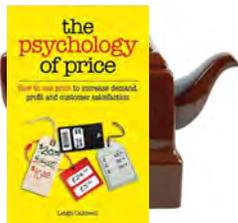


# From Good to Excel

and The IARU GSP Principles Revisited

## The Story of A Chocolate Teapot



How much would you pay for a chocolate teapot?

- In a supermarket, with Teabags and Instant Coffee 45 pence
- On a goods shelf, with organic yogurt and fruit juice 1.59 pounds
- In a coffee house, with Italian Coffee 2.89 pounds

Depends on

- the **values** to the customers
- **Anchoring** – signal your product with a previous price or competitor

## How do we anchor the IARU GSP?

Compare with other **summer schools**?

Compare with other **university alliance programs**?

Compare with renowned international scholarship programs?

- Rhodes Scholar
- Yenching Scholar
- Schwartzman Scholar
- > **Santander Scholar**



## What are the values the GSP brings to its customer?

### The GSP Principles “IARUness “

- Address critical issues in a global perspective
- Work with outstanding peers from around the world
- Learn intensively in a cross-cultural setting
- Learn from top researchers



# What are the values the students think of the IARU GSP?



## Benefits to Students

- Employment Competitiveness
- Stepping Stone for Graduate Studies
- Generous Sponsorship
- Credits Transferrable
- Networking with High Caliber Peers
- Fun Experience

# Steps we may take to be more visible to our students

## Customer Communication

- More exposure on the international arena
- Send short, clear messages on GSP features
  - i.e. a powerful slogan
    - a unified poster or pamphlet
- Use the new media as advertising tools
  - i.e. Facebook, Linked-in, etc.



## What are the values the GSP brings to its sponsor(s)?

### The 4 Techniques of Power Pricing

- Change the comparison e.g. How much is it compared to buying a Ferrari, in stead of to buying a Toyota
- Capture the high-end customer
- Move from benefits to desires
- Increase psychological distance – price becomes less of an issue



## Changes we may take to respond to our sponsor(s)



- The adoption of a new name, i.e. Santander Scholar
- The openness to accept Latin American/African students
- The display of our achievements associated with our sponsor, i.e. A session on GSP at APAIE/EAIE/NAFSA, with sponsor invited to attend or speak; Or A booth for Santander Bank to display all its educational initiatives including GSP
- Stress the difference with other programs such as Innovation-X

**Stay true to our core values**

**守正创新，引领未来**

**Stick to our Values and Make Innovations  
to Lead the Future**

**Thank you!**