

State of Student Recruitment

ITALY



Recruitment trends,
student preferences
and motivations for
students interested
in **studying in Italy.**



State of Student Recruitment 2024

Data from international student interested in ITALY

Data & insights from 1,320 students interested in studying in Italy. Data collected Feb–April 2024.

WHY INTERNATIONAL STUDENTS WANT TO STUDY IN ITALY

Motivations to study

- 1 Qualify for further study 46%
- 2 Career progression 42%
- 3 Qualify for a specific career 35%
- 4 To have an adventure 33%
- 5 Interest in my subject 30%
- 6 To challenge myself 25%
- 7 Better my earnings 19%



ANALYSIS



'Having an adventure' is more important to students interested in studying in Italy, compared to students globally (26%).



In your communications with international students, make sure to include what's on offer outside studying in your area, and how to get the most out of Italy.



The **campus lifestyle** at your university is a top motivating factor for students interested in studying in Italy, compared to global students – ranking 3rd compared to 6th globally.

We asked students interested in Italy:

What are the most important factors...

...in a school

48%
Employment outcomes
43%
Reputation & ranking
38%
Campus lifestyle
33%
Accommodation
33%
Large international student community

...in a program

58%
Work placements / internships
48%
Affordable fees
43%
Funding opportunities
42%
Opportunities for academic networking
18%
Teaching staff



Italy has slightly increased in popularity as a study destination from 2022 to 2024. **5% of 27,500** students survey said they wanted to study in Italy, up from 4% in 2022 and 2023.

It's popularity for **Masters** students has increased by 20% from 2023.

Barriers to studying in Italy



The biggest concern for students studying in Italy is cost – 63% are concerned about affordability.



64%

said unclear or missing information on a website would stop them applying to a German university.



Cost will be a concern for the majority of students – that can't be changed. Instead, highlight the **return on investment** international students get from your degree. Students will acquire the skills needed to be successful in their chosen career and 'earn their money back'.

Popular subjects

19% Business & Economics

17% Engineering

16% Arts & Humanities

10% Clinical & Health

8% Life Sciences

7% Social Sciences

7% Computer Science

5% Education

4% Psychology

Globally, Business & Economics is the most popular subject.

We asked:

How many universities are you applying to?



All students



Italy interest

1	16%	13%
2-3	42%	40%
4+	42%	46%

Students interested in studying in Italy are applying to more universities than in other countries, with nearly half applying to 4+. How can you stand out against the competition?

Speed and quality of response to students is a factor, plus through highlighting the employment outcomes of your degrees.*

*Data on page 1

We asked students:

Do you follow a university on social media?

f Facebook **39%**

@ Instagram **37%**

in LinkedIn **18%**

🎵 TikTok **5%**

It may seem students aren't on Facebook anymore, but 37% of students interested in Italy said they follow a university on the platform.

COMMUNICATING WITH STUDENTS INTERESTED IN ITALY



69%

Email is the top channel – 69% of students interested in Italy said it was the preferred way to speak with universities.



87%

of Italy study students expect a response to their initial inquiry within 24 hours or less, with 19% expecting a response immediately.



41%

found their preferred program on via online search e.g. Google, Baidu.

Make sure your websites are SEO-optimized.

