

Quesiti del colloquio della selezione pubblica n. 2020S38, per esami, per la stipula di n. 1 contratto di lavoro a termine, categoria C, posizione economica C1, area amministrativa, tempo pieno, per 12 mesi, ai sensi del D.Lgs. 30.03.2001, n. 165 e s.m.i., del D.Lgs. 15.06.2015, n. 81 in quanto compatibile e del C.C.N.L del 19.04.2018, presso l'Università degli Studi di Padova

1. The candidate is invited to describe the three main highlights of the OECD "Education at a glance" Report.
2. The candidate is invited to describe the reciprocal advantages of international student mobility for students and for hosting countries as presented by the OECD "Education at a glance" Report.
3. The candidate is invited to discuss the implications for the hosting/sending countries of international degree-seeking students as presented by the OECD "Education at a glance" Report.
4. The candidate is invited to discuss the trends of international students' numbers as presented in the OECD "Education at a glance" Report.
5. The candidate is invited to explain the profile of internationally mobile students as described in the OECD "Education at a glance" Report.
6. The candidate is invited to discuss the main characteristics of online marketing tools and present their advantages/disadvantages in comparison to marketing activities performed using recruitment agencies.
7. The candidate is invited to discuss the main characteristics of marketing activities performed using recruitment agencies and present their advantages/disadvantages in comparison to marketing activities performed attending international education fairs.
8. The candidate is invited to discuss the main characteristics of marketing activities performed attending international education fairs and present their advantages/disadvantages in comparison to marketing activities performed using online marketing tools.
9. The candidate is invited to illustrate the main channels available to an Italian university for promoting its educational offer and the percentage of investment that could be allocated on each of them, mentioning the main reasons for his/her choice.
10. The candidate is invited to describe how he/she would calculate the return on investment for a specific promotional channel, i.e. international fairs, web portals, etc. in order to establish its effectiveness.