

International recruitment starts here

Hotcourses leads the way in international marketing and student recruitment – consistently launching new technology that helps our partners reach and attract international students.



Hotcourses Insights

A tool that aggregates data from our 12 international websites. Observe trends and insights into international students researching institutions at global, national, and provider level. Unparalleled market intelligence enables institutions to identify opportunities and inform marketing and diversification strategies.



Ultimate Search

Advanced search tool to help students find the right course for them based on a range of criteria including: current qualification and grade, study level, destination country, institution size, test scores, and tuition fees.



On-site Content in Local Language

Attract a diverse prospective student audience through engaging content, including video and imagery, across our international network.



Translated Microsites

In addition to your content on the Hotcourses sites, we provide institutionally branded microsites to integrate into your own website to provide locally translated content and support students coming to your site from any source.



Enrolment Matcher Tool

A simple, secure tool that helps institutions track applicants and enrolments as a result of activity on Hotcourses websites, with the ultimate goal to report ROI based on marketing spend.



Consultancy Services

Services that transform university tracking and conversion cultures. Through our services you will be able to understand the fundamental aspects of effective digital marketing, from identifying users of your website & tracking the effectiveness of marketing campaigns, to improving user experience.

Email apacteam@hotcourses.com to learn how Hotcourses can strengthen your international recruitment efforts.