

“What are the characteristics that Fontys possesses compared to their ICT competitors?”

1. Purpose

The purpose of this question is to understand the unique characteristics that Fontys possesses when compared to its existing competitors, and this will help the team conduct a strength and weakness analysis of the school. This way, people will be informed about the advantages of studying within the institution and the reasons why they should choose the institution based on the ICT courses they offer.

2. Methods

The methodology used to answer this question is competitive analysis. This method is used in research to understand the unique product offering of a product. Furthermore, this also allows researchers to find the unique selling point or characteristic of an item by presenting what users know about their competitor's offering and creating a comparison between the two products.

Answering this question involves reading and understanding websites and articles about Fontys and its known competitors, which are HBO schools in the Netherlands, and comparing it to what Fontys can offer.

3. Results

It has been found out from the research that the following results are as follows:

- Avans University and Amsterdam University are the top recommended HBO schools in the Netherlands, alongside Fontys. It has been showcased that Avans University has been consistently recognized as a leading institution until 2022, offering various courses suitable for international students. While, Amsterdam University, with the largest student population in the Netherlands, offers diverse courses across seven departments, including sciences.
- Fontys, despite having a smaller student population, excels in its ICT department with at least 5 ICT profiles compared to Avans' courses which are Aerospace Engineering & Maintenance, Business Intelligence and IT Governance, and Interdisciplinary Consultancy. On the other hand, Amsterdam University offers courses such as Business IT & Management, Game Development, Software Engineering, Cyber Security or Technical Informatics.
- Fontys accommodates a significant number of international students, offering courses in English, Dutch, German, or a language mix, making it more international student-friendly.
- Fontys' website features a wide range of offerings and information about the courses that they offer, this is mainly displayed on their home page. This feature has not been observed on the websites of Amsterdam University and Avans.
- All the university website also presents its research scope and research opportunities for students, which are beneficial for any university.

- Fontys' website also highlights distinct information about the university such as its contacts, location, and background.
- Avans University's website features course descriptions and curriculum schedules that are not present on other websites viewed.

4. Conclusion

Overall, the result of the comparison of the website will allow the group to understand what are the things that should be improved in the branding of Fontys for our campaign. The information on the things that we should focus on such as course description, curriculum, and academic schedule may be applied during our campaign. The result from this research allows us to gain information to be able to attract a better audience towards the Fontys website. Additionally from the results we can utilize the 5 ICT profiles as these are the main strengths of Fontys within their course offerings compared to other HBO universities in the Netherlands.