



# STUDY IN GERMANY

**Prof. Ullrich, Sebastian**  
Task 1  
Marketing Project

## Study in Germany Guide Website

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## Study in Germany – Land of Ideas (Azeem Tariq Tarar)

URL: <https://www.study-in-germany.com/en/>

**Content Description** This website serves as the official information platform for international students interested in pursuing higher education in Germany. It offers a comprehensive database of English and German taught study programs across various disciplines. Beyond academic listings, the site provides practical guidance on the German visa application process, residency requirements, and health insurance. It also includes a dedicated section for "Plan your stay", which helps prospective students calculate living costs and find accommodation. The platform features success stories and testimonials from international students to provide a realistic perspective on life in Germany. Additionally, it offers news updates regarding scholarship opportunities and changes in university regulations.

**What I Like About This Website** The website stands out because it is an official, highly authoritative source, which gives users confidence in the accuracy of the information provided. I particularly like the "Study Finder" tool, which is incredibly interactive and allows students to filter results by degree type, city, and language of instruction. The layout is professional and uses high quality photography that makes the prospect of studying abroad feel inviting and attainable. Furthermore, the site is available in multiple languages, making it accessible to a global audience who may not yet be fluent in German or English.

**What the Website Lacks** While the website is very informative, the sheer volume of navigation menus can sometimes feel overwhelming for a first-time visitor. It lacks a direct "Chat Support" feature, which many modern students prefer for getting quick answers to specific procedural questions. Also, the huge "Study Finder" database can take forever to load compared to those smaller, private niche sites. Finally, the "Career" section could be expanded to provide more industry-specific advice for graduates staying in Germany.

# Your Guide to Studying in Germany (Piyush Singh)

**Website:** <https://deutschland.de>

Deutschland.de is a comprehensive, multilingual digital platform designed to provide a relevant picture of Germany, acting as a central link for information, news and insights into the country. It is published by FAZIT Communication GmbH in cooperation with the Federal Foreign office, offering a wide range of content including daily news, in depth articles etc. The content is organized around several key agendas such as Political and state, Business and Economy, Culture and Lifestyle, Environment and Sustainability, Society and Integration and more. The core features and services of this website are Newsrooms, Multi edit content, regional perspectives on specific agendas, interactive tools for example, Quizzes! The website is available in 9 languages, including English and it aims to provide a comprehensive and trustworthy overview of the country.

## **The following are my personal findings and opinions regarding the strengths of the Deutschland.de website:**

1. **Multilingual information:** The site offers content in multiple languages, making German news be accessible to a global audience.
2. **Comprehensive Coverage:** It provides a broad overview of various topics, including in depth articles, opportunities and initiatives.
3. **Reliable Information Source:** As a project often linked to official German public diplomacy, it provides curated and credible information about the country.

## **The following are my personal findings and opinions regarding the weaknesses of the Deutschland.de website:**

1. **Information Density:** Due to the wide range of topics covered, navigating through the site to find gradual information can prove to be tricky.
2. **Positivity Bias:** As a site designed to inform about Germany, it may lean toward presenting a more positive image, potentially overlooking certain societal predictions.
3. **Less focus on User Services:** The website could reach it's true potential with higher efficiency if it acted as a functional portal for government applications or bureaucratic processes.
4. **Specific to Potential Internationals:** This is specific to the subject matter of the Article in this case study however, it focuses more on potential international students meanwhile, the aspects of existing international students were overlooked and not acknowledged.

Used a bit of Google Gemini. ~ Piyush Singh

# Study In Germany for Free (Syed Sadequane Mustafa Rizvi)

URL: <http://studying-in-germany.org>

Studying-in-Germany.org is one of the highest-ranking sites on Google, Bing, and other search engines. This site is not only for prospective students planning to study in Germany but also for current students planning to build a future in the country. The topics covered on the site include living in Germany, learning German, news and statistics, study programs, and much more. Furthermore, it is not just a generic website; it has established authority by being featured in The Guardian, CBS News, Deutsche Welle, and other prestigious publications.

## What I Like About This Website

While there are countless websites worldwide, I chose this specific site for our niche because its design is minimalistic, to the point, and offers a lot of visual breathing space. Unlike some websites that resemble a cluttered notepad or a dense Wikipedia page, this site is clean and interactive. The main reason I like this website is its use of a brilliant marketing strategy. They provide free eBooks in exchange for user contact information, such as an email address, which allows them to market new blogs and features directly to their audience.

## What the Website Lacks

I feel the ad placed at the top of the website is a bit odd and could certainly be positioned better. Additionally, the site would benefit from the inclusion of advanced search features to help users find specific information faster. Finally, the archive page feels too generic and lacks proper organization.

## Group members:

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## Use of AI:

1. Google Gemini is used for generating cover page.
2. According to Piyush, he used a bit of Google AI.

## Individual Contributions:

The main objective of this project is to perform KISS analysis on the assigned topic. The topic assigned to our group was Study in Germany Guide Website. The main task was to examine existing websites covering this topic and identify key highlight and areas of improvements. This task was completed as a group effort. Individual contributions by respective members of the group are as follows:

- All internal communications, scheduling of meetings, assignment of task, generating cover page and leveraging of AI tools was completed by Syed Sadequane Mustafa Rizvi.
- Developing, a deep understanding of the topic, identifying key deliverables, and providing conceptual insights was undertaken by Azeem Tariq Tarar.
- KISS analysis of Your guide to studying in Germany (page 3) was performed by Piyush Singh.