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## **Marketing Strategy Implementation for the purpose of Foreign Students Recruitment to the University of Yangon**

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### **Abstract**

Formerly The University of Rangoon was initiated as an affiliated college of the University of Calcutta, the than Rangoon College was operated and managed by the Education Syndicate set up by the British colonial administration.

The college was renamed Government College in 1904, and University College in 1920. Rangoon University was founded in 1920, when University College (secular) and Judson College (Baptist-affiliated) were merged. The American Baptist Mission decided to recognize Judson College (formerly Baptist College) as a separate institution within Rangoon University. That is why we can see an elegant white church as a landmark of the heritage and witness of past Christian missionary activity in Myanmar (who contributed to a high level of educational excellence in the country) on its premises. There are two campuses, namely Main Campus and Hlaing Campus, the former being the most well-known. Judson Church, inside the main campus of the University, is a Baptist church, and like Judson College, named after Adoniram Judson, a 19th-century American missionary who compiled the first Burmese-English dictionary. The main campus also contains a convocation hall.

Rangoon University modelled itself after University of Cambridge

Since its establishment in 1848 the University of Yangon was contrived after the University of Oxford and was considered to be one of Asia's most notable universities. Prior to the outbreak of the Second World War it was already one of the leading universities in Asia attracting scholars and international students to its facilities and premises.

In opposition to British rule Yangon became the center of resistance to colonialism and therefor it can be considered to be a beacon for Burma's independence movement with illustrious alumni including General Aung San, the nation's independence leader (and Daw Aung San Suu Kyi's father), as well as U Thant, who served as Secretary General of the United Nations from 1961 to 1971 and was well known for his diplomatic expertise in international conflict and peace studies.

It may be difficult to fathom in our generation that right after Burma's independence, and the reform of the education system, Yangon bloomed as a bastion of free academic freedom.

Education – including at the tertiary level – was made free, new courses were established, and collaborations with American and Soviet universities launched. This reminder of a short period in time when education in Myanmar blossomed could be the dawn of a new era in restoring this once earned status.

Of course the dark past of our military regime has casted a black reminder on how our own proclaimed military leaders plunged our nation into the worst performing education centers of the world. Often grouped with corrupt African nations and even giving way to North Korea as a trophy. Thus the University suffered heavily under the military rule that was enforced in the 1960s.

Yangon was put under government control, and the star of anarchy and a complete nightmare followed from the destruction of books by burning, the removal of priceless literature heritage to the forced closure of Christian and Buddhist interactions and fellowships. It was the end of high esteemed research and an assault on the history of Burma. It was disastrous for Myanmar ethnic resources as well as took its toll on performing arts, killing the freedom of forming opinions or developmental discussions, taking away the autonomy that had allowed it to flourish. Funding decreased, the language of instruction was changed to Burmese – a radical change since Yangon had taught in English since its foundation in the nineteenth century – and students were not provided with adequate resources. Plummeting Burma deeper into a deeper educational crises which reflects the economic disparity and the 'brain drain' today.

To make things worse Yangon's position as a center of student activism attracted the ire of Burma's military authorities, and troops were sent to the campus in 1962 and 1974 to break up student protests. Throughout the 1960s, 70s and 80s, departments were split off from the main institution and Yangon was gradually degraded. Then, in 1988, all undergraduate students were removed from the university and the institution was shut for some time. In the years that followed, Yangon was systematically deprived of funding, depleted of trained teachers, and the University's libraries and labs were neglected. Leaving the once proud center of regional education into a dilapidated third world state.

With this serious infliction onto our nation's development the situation at Yangon only began to change with the dissolution of the military junta in 2011. Since then, Yangon has regained a measure of autonomy, has received some investment for much needed repairs and equipment, and has rejoined the international academic community, launching collaborations with Oxford and other international institutions. In 2013, Yangon welcomed undergraduates back to the university for the first time since the 1980s.

Program	Bachelor's	Master's	Doctorate
Anthropology	BA	MA	PhD
Archaeology	BA	MA	PhD
Botany	BSc	MSc	PhD
Chemistry	BSc	MSc	PhD
Computer Science	BSc	MSc	PhD
English	BA	MA	PhD
Geography	BA	MA	PhD
Geology	BSc	MSc	PhD
History	BA	MA	PhD
Industrial Chemistry	BSc	MSc	PhD
International Relations	BA	MA	PhD
Law	LLB	LLM	PhD
Library and Information Studies	BA	MA	PhD
Mathematics	BSc	MSc	PhD
Myanmar	BA	MA	PhD
Oriental Studies	BA	MA	PhD
Philosophy	BA	MA	PhD
Physics	BSc	MSc	PhD
Psychology	BA	MA	PhD
Zoology	BSc	MSc	PhD
Political Science	BA	MA	PhD

- Arts Building
- Convocation Hall
- Recreation Centre
- Science Building
- Universities' Dhamma Hall
- Universities' Sanatorium
- University Diamond Jubilee Hall
- Universities' Hospital
- University Post Office
- Painting Hall