

Communication and branding tactics

UIC Barcelona, Rated 5 QS Stars



Irene Pérez and Yolanda García

Barcelona, 2 April 2025

Communication actions

April 2025



Internal audience

All staff (PAS/PDI)

Doctoral students (Doctoral School)

Weekly student newsletter: three languages

Info on plasma screens (BCN, Terré, St Cugat)

Weekly newsletter for the PAS/PDI

Quarterly faculty newsletter

External audience

Informative video

Homepage video embedding

QS Stars section on the University's rankings page

Social Media: Instagram stories & reels, LinkedIn, TikTok and X, and Youtube

University website: News section

Internal audience

Communication and promotion examples



All staff

- Written in Catalan and sent to all University staff.
- 1376 delivered
- 97.3% opened

[GO TO THE CAMPAIGN](#) →



DRIVING
VALUES
FORWARD.



Acreditats amb 5 estrelles per QS Stars Rating

La Universitat ha estat avaluada com a Excel·lent pel prestigiós sistema de qualificació universitari internacional

UIC Barcelona ha estat acreditada amb 5 estrelles per QS Stars Rating en la classificació global i en les categories docència, ocupabilitat, bon govern, impacte ambiental, internacionalitat, aprenentatge en línia i en l'àmbit d'Odontologia, com a millor àrea.

En les categories diversitat, igualtat i inclusió i recerca ha rebut la distinció de 4 i 3 estrelles.

[Més informació](#)



Què és QS Stars Rating?

És un sistema de qualificació universitària voluntari que avalua les institucions d'educació superior de tot el món i acredita el compliment dels exigents estàndards de qualitat fixats per QS Stars.

A través d'aquesta auditoria, s'aconsegueixen distincions QS Stars que mostren al món les fortaleces i èxits de la Universitat i són una marca de qualitat que té una durada de cinc anys.

Gràcies a tots per la vostra col·laboració i enhorabona!



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[Donem una bona notícia: l'estat, l'evolució i l'actualització de dades](#)

Doctoral students (Doctoral School)

- Written in English and sent to PhD students at the Doctoral School.
- 409 delivered
- 96.3% opened

[GO TO THE CAMPAIGN](#) →



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5 Star Badge from the QS Stars Rating

The University has been certified as excellent by the prestigious international university qualification system

UIC Barcelona has been certified with 5 stars by the QS Stars Rating in Global Engagement and in the categories of Teaching, Employability, Overall, Good Governance, Environmental Impact, Online Learning, and in the field of Dentistry.

In the categories of Diversity, Equality and Inclusion and Research, the University has received 4 and 3 Star badges, respectively.

[For further information, please click here](#)













What is the QS Stars Rating?
This is a volunteer university rating system that evaluates higher education institutions around the world and certifies compliance with the demanding quality standards set by QS Stars.

QS Star badges are awarded through this audit to highlight the strengths and successes of the University globally and are a seal of quality that is valid for five years.

Thank you all for your collaboration and congratulations!





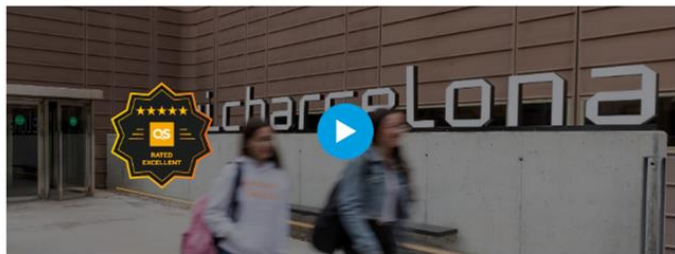

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Weekly student newsletter

Claus per a l'èxit professional en el sector de la salut

Campus Sant Cugat: dimecres 9 d'abril, a les 15 h, aula P0A02

El camp de la salut és apassionant, però també exigent i en constant evolució. Quines habilitats són essencials per sobresortir en aquest sector? Com et pots preparar per afrontar els reptes del món laboral sense comprometre el teu benestar? Participa en [aquesta conferència](#), en què explorarem les habilitats clau que les institucions de salut i educatives esperen dels professionals de la salut.



UIC Barcelona, acreditada amb 5 estrelles per QS Stars Rating

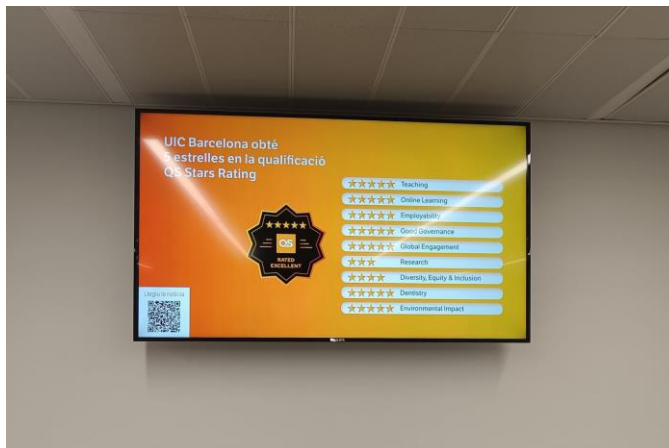
La Universitat ha estat acreditada amb cinc estrelles per [QS Stars Rating](#), el prestigiós sistema de qualificació universitària internacional. A més de ser avaluats com a excel·lents en la classificació global, hem obtingut cinc estrelles en les categories de docència, ocupabilitat, bon govern, impacte ambiental, internacionalitat, aprenentatge en línia i en l'àmbit d'Odontologia, com a millor àrea. En les categories de diversitat, igualtat i inclusió i en recerca, hem rebut la distinció de quatre i tres estrelles, respectivament. Gràcies a tots per la vostra col·laboració i enhorabona!



Internal audience

- Drafted in three languages
- Sent to all UIC Barcelona students (+ 9.000 students)

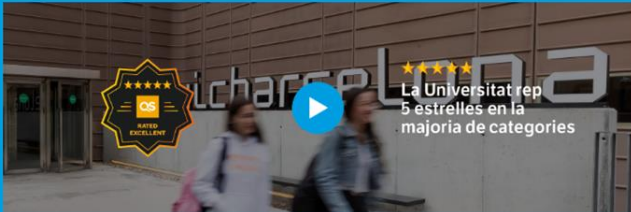
Plasma screens and campus billboards



- Playing the video on campus billboards
- Projection of data on plasma screens



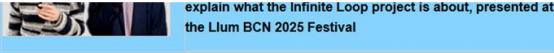
Mention in staff and all faculty newsletters



Acreditats amb 5 estrelles per QS Stars Rating

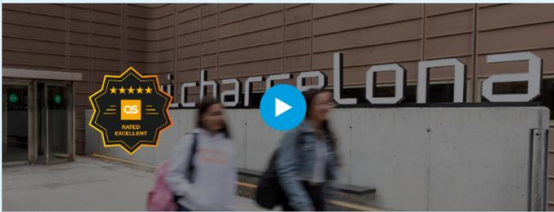
La Universitat ha estat avaluada com a excel·lent pel prestigiós sistema de qualificació universitari internacional. En concret, ha estat acreditada amb cinc estrelles en la classificació global i també en les categories docència, ocupabilitat, bon govern, impacte ambiental, internacionalitat, aprenentatge en línia i en l'àmbit d'odontologia, com a millor àrea. En les categories diversitat, igualtat i inclusió i recerca ha rebut la distinció de quatre i tres estrelles. Gràcies a tothom per la vostra col·laboració i enhorabona!

Més informació →



explain what the Infinite Loop project is about, presented at the Llum BCN 2025 Festival

UIC Barcelona awarded 5 stars by QS Stars Rating



The university has been evaluated as Excellent by the prestigious international university rating system. Specifically, it has been awarded 5 stars in the overall classification, as well as in the categories of teaching, employability, governance, environmental impact, internationalization, online learning, and in the field of Dentistry as the top-rated area. In the categories of diversity, equality and inclusion, and research, it has received distinctions of 4 and 3 stars, respectively. Thank you all for your collaboration, and congratulations!

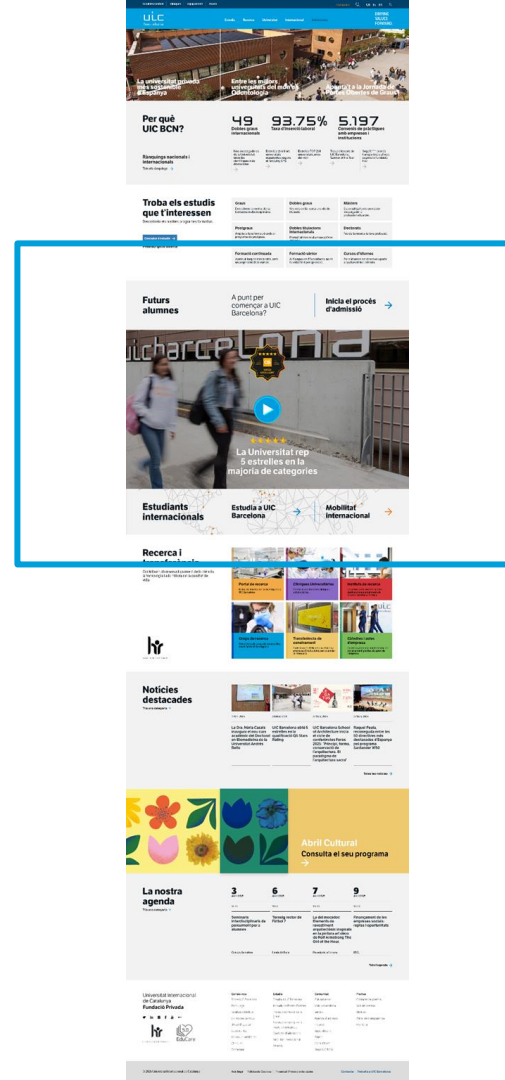
More information →

External audience

Communication and promotion examples

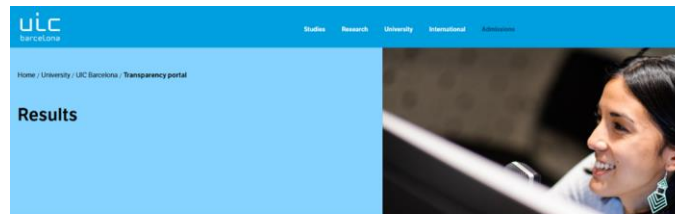


Informative video: Homepage UIC.es



QS Stars section on the website of University rankings

[GO TO THE WEBSITE](#) →



Mission, Vision and Values
Faculties, schools and institutes
History
Learn more about UIC Barcelona
Structure and governing bodies
Transparency portal
Guidelines
University staff
Academic supply and demand
Teaching and Research Staff
Students
Financial information
Research
Results
Academic report
University information
Board of Governors
UIC 20 Strategic Plan
Donations
Language Policy
Teaching Innovation
Doctors Honors Cans
Work with us at UIC Barcelona
Contact Details
Universities network

University
Rankings
UIC
International
Students
Academic
Performance
UIC students
from outside
Cataluña
Student
Satisfaction
International mobility
Students
Employment

Position in the main national rankings and accreditations

Accreditations

QS Stars Rating

5 ★★★★★ in QS Stars Rating

Overall ★★★★★

Categories ★★★★★ "Teaching", "Online Learning", "Subject Ranking (Diversity)", "Employability", "Good Governance", "Environmental Impact" and "Global engagement"



The Universitat Internacional de Catalunya has received 5 Stars in the "Overall" classification and in the categories of "Teaching", "Online Learning", "Subject Ranking (Diversity)", "Employability", "Good Governance", "Environmental Impact" and "Global engagement". In the "Diversity, Equality and Inclusion" and "Research" categories, the University has received 4 and 3 Stars, respectively.

QS Stars Rating is an optional university rating system that evaluates higher education institutions around the world and certifies compliance with the demanding quality standards set by QS Stars. Through this audit, QS Stars badges are awarded, highlighting the strengths and achievements of the University for a worldwide audience.

The QS Stars badges range from 1 Star to 5+ Stars and is a seal of quality that is valid for 5 years.

For more information: <http://www.inq.universities.com/qis-stars>

[Read the news](#)



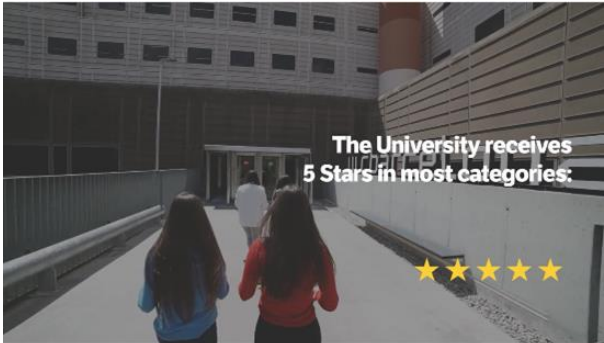
Social media: Instagram and LinkedIn

*Data from 07/04/25

uic bcn **Universitat Internacional de Catalunya**
44.670 seguidores
5 días · Editado ·

#QSStars | We are proud to announce that #UICBarcelona has been awarded the excellent rating, 5 QS Stars, in the global classification and key categories such as Teaching, Employability, Governance, Environmental Impact, ... más

Mostrar traducción



50 2 comentarios · 13 veces compartido

1731 Impresiones	195 Interacciones	11,27 % Tasa de interacción
130 Clics	7,51 % Porcentaje de clics	50 Reacciones
2 Comentarios	13 Veces compartido	



*See next slide



uicbarcelona
Audio original

uicbarcelona 🌟 We are proud to announce that #UICBarcelona has been awarded the excellent rating, 5 QS Stars, in the global classification and key categories such as Teaching, Employability, Governance, Environmental Impact, Global Engagement, Online Learning, and Subject Ranking (Dentistry), reaffirming our commitment to quality and innovation in education.

🏆 Additionally, we have earned 4 stars in Diversity, Equality and Inclusion, and 3 stars in Research.

💡 The QS Stars Rating system evaluates higher education institutions worldwide, certifying excellence in fundamental categories. This quality seal is valid for five years and highlights our academic and institutional standards on an international scale.

🌟 We are committed to excellence!

#UniversityExcellence #QSStars #Education #Innovation
@topunis
5 días

Visualizaciones ⓘ

Visualizaciones	4024
Seguidores	67.4 %
No seguidores	32.6 %

Cuentas alcanzadas 2363



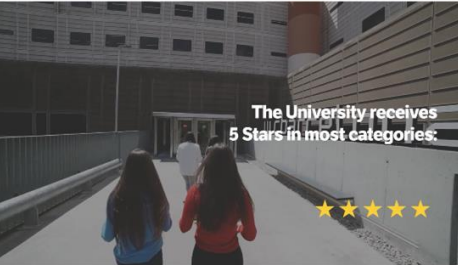
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Social media: Instagram and LinkedIn Advertising

Universitat Internacional de Catalunya
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Mostrar traducción



Previsión de resultados

Tamaño del público objetivo
1.400.000+

Mostrar segmentos

1 día 7 días 30 días

Gasto en 30 días
85,00 € - 229,00 €

Alcance en 30 días
6200 - 25.000

Coste de 30 días por 1.000 cuentas de miembros alcanzadas
12,07 € - 14,19 €

Frecuencia media en 30 días
1,0 - 1,4



Promoted with advertising
since 07/04/25
350€ budget
25 days campaign



uicbarcelona
Audio original

uicbarcelona 🌟 We are proud to announce that #UICBarcelona has been awarded the excellent rating, 5 QS Stars, in the global classification and key categories such as Teaching, Employability, Governance, Environmental Impact, Global Engagement, Online Learning, and Subject Ranking (Dentistry), reaffirming our commitment to quality and innovation in education.

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🌟 We are committed to excellence!

#UniversityExcellence #QSStars #Education #Innovation
@topunis
5 días

Tamaño de la audiencia estimada: 10 700 000 - 12 600 000

Resultados diarios estimados

Alcance **4,4K - 13K**



Promoted with advertising since 07/04/25
350€ budget
25 days campaign

Social networking: X and TikTok

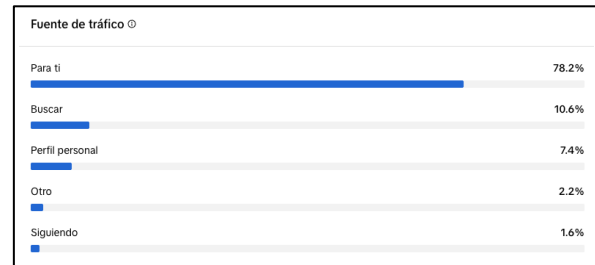
*Data from 07/04/25

UICBarcelona @UICBarcelona · 3 abr.
👏 We are proud to announce that **#UICBarcelona** has been awarded 5 stars in the **#QSStars** Rating "Overall" classification and in the following categories:

Teaching, Employability, Governance, Environmental Impact, Global Engagement, Online Learning, and Subject Ranking (Dentistry).



🗨️ ↺️ ❤️ 82 📌 ↗️



33



0



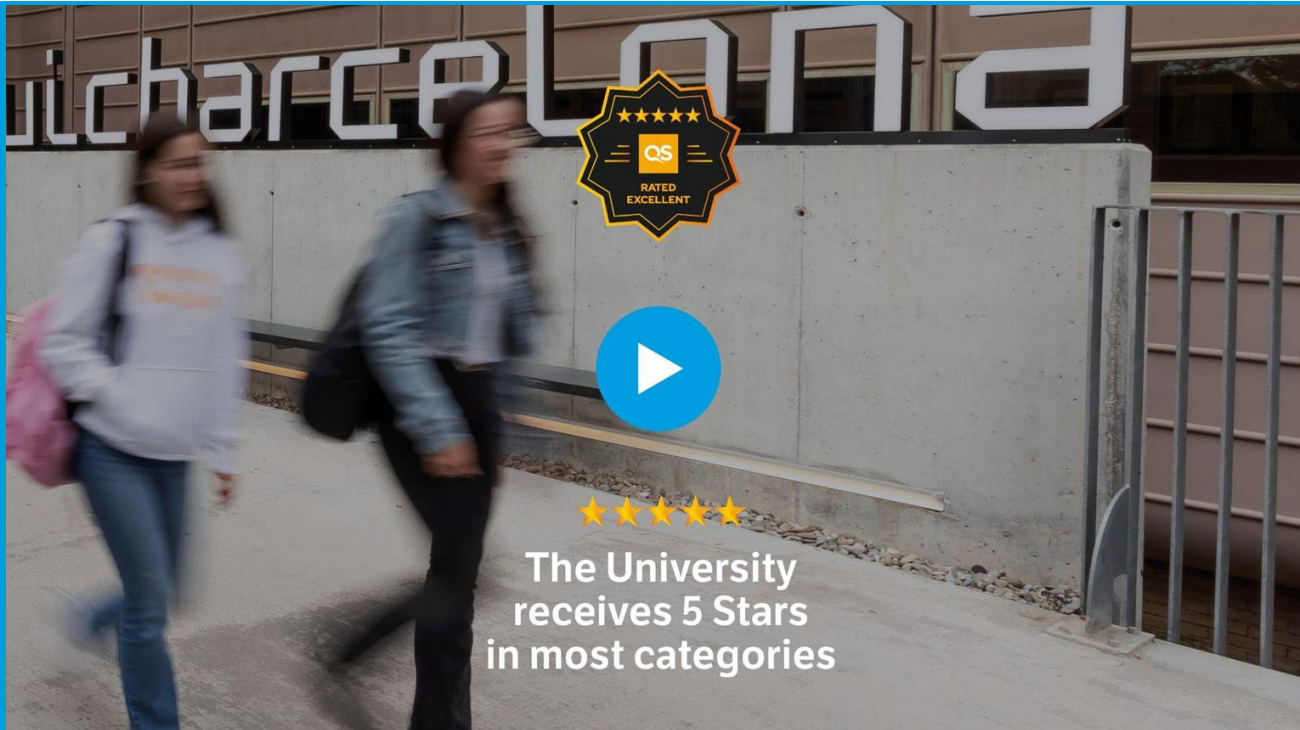
2



10



Information video: YouTube



News on the University website

[GO TO THE NEWS](#) →



UIC Barcelona has obtained the **5 Stars** badge in the **QS Stars Rating "Overall"** classification. It has also been awarded an excellent rating in the following categories: **"Teaching"**, **"Online Learning"**, **"Subject Ranking (Dentistry)"**, **"Employability"**, **"Good Governance"**, **"Environmental Impact"** and **"Global engagement"**. In the **"Diversity, Equality and Inclusion"** and **"Research"** categories, the University has received **4 Star** and **3 Star** badges, respectively.

QS Stars Rating has recognised the **excellence** of UIC Barcelona **overall** and in its different areas that make up the university. **QS Stars Rating** is an optional university qualification system that evaluates higher education institutions worldwide and certifies compliance with the demanding quality standards set by the rating. QS Stars badges are awarded through this audit to show the strengths and achievements of the University.

In the area of **Teaching**, UIC Barcelona stands out for its excellence in learning and personal development of its students, a fundamental role of the university, and is recognised for its dedication to providing high quality and personalised education, encouraging student participation and maintaining an environment conducive to learning and academic excellence in both face-to-face and online teaching. The result of the QS Stars student satisfaction survey carried out with undergraduates, master's degree and doctoral students shows 83% satisfaction. The high degree of learning is accompanied by the academic talent and knowledge at UIC Barcelona, and that is reflected in its research, having a high impact in its publications.

Another area awarded with 5 stars is **Employability**. At UIC Barcelona the Alumni community is a benchmark in the professional world. The high rate of **employment** opportunity at 91% and the relationship with business demonstrate the quality and cutting-edge of the academic activities that UIC Barcelona offers to excellently prepare future professionals in the different sectors of the working world.

UIC Barcelona is also recognised and awarded with 5 Stars for being a **Sustainable** University, where good governance of the university stands out, decisions are made equitably and with transparency, resources are allocated and used judiciously, accountability is maintained at all levels of leadership, the environment is important, and the University transmits these values to its students through its academic programmes. In this QS Stars evaluation, staff satisfaction has obtained a satisfactory percentage reaching of 76.66%.

The University is also recognised by QS Stars for its **Diversity, Equality and Inclusion and Global Engagement**. The University opens to everyone, and among its many initiatives is a financial aid and scholarship fund that facilitates access to the university, accessibility to people with functional diversity, along with the high degree of international presence among students and faculty.

The recognition of UIC Barcelona with 5 Stars for its **international outlook** reflects the global interconnection of higher education, which UIC Barcelona optimises in its academic programmes with international collaborations and recognitions, its extensive international research network (co-authored Scopus publications with 99 countries), and its international diversity among students with more than 150 nationalities.



In total, 314 higher education institutions were evaluated by QS Stars Rating on a global scale, and 32 nationally, among which is **UIC Barcelona**. Of the 32 Spanish higher education institutions that participated in QS Stars, only ten have received 5 Stars, among them UIC Barcelona. Fifteen have been awarded 4 Stars and six obtained 3 Stars.

The **QS Stars** badges range from **1 Star** to **5 Stars** and is a seal of quality brand that is valid for **five years**. UIC Barcelona is committed to excellence!

[More information.](#)



Coming up...

- **Launch of press release to the media**
- **Catalogues and brochures**
- **Footers** of email campaigns
- Closing **Power Point slides** presentations **and sales pieces (marketing and promotion)**
- Analysis of the impact and brand recall for new students with the **surveys.**



University staff email signatures:

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Head of Communication





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