

THE AWARDS ASIA 2021

Student Recruitment Campaign of the Year

Institution name	Shanghai University
Submission title or project name	
Nominee/key personnel	
URL	
Submission	<p>With the goal of "improving the quality of students and cultivating outstanding and innovative talents for comprehensive development", Shanghai University innovates recruitment and publicity work, uses the network platform to expand the scope, highlights the connotation and brand image through Shanghai University's recruitment publicity, and continuously improves the school's influence and reputation.</p> <p>With a reputation for consistently attracting excellent student, the university has become a "treasure school" in the minds of students. Shanghai University's freshman quality ranking has been rising year by year in the ranking of Shanghai University of Science and Technology, from 113 in 2016 to 66 in 2020, 98 in 2017, 83 in 2018, and 71 in 2019.</p>