

# Faculty of Economics & Business Zagreb

The Faculty of Economics & Business Zagreb is one of the largest faculties of economics and business in the SEE region, with around 10 000 students and over 300 teaching staff. They offer a broad spectrum of undergraduate, graduate, integrated, master, and doctoral programs.

Morana Fudurić, an associate professor in the Marketing department at the Faculty of Economics & Business, walked us through their media monitoring journey and all the ways they utilize Mediatoolkit. She's been working at the Faculty of Economics & Business for 15 years and specializes in digital marketing, communications, non-profit marketing, and marketing strategy, to name a few. Firstly, Morana started using Mediatoolkit for her courses around 2018, and later, when she formed and led the Team for Digital Marketing at the faculty level, Mediatoolkit was one of her biggest allies.



## Location

Croatia

## Company type

Higher Education

## We talked to...



Morana Fudurić  
Associate professor in the Marketing department

## CHALLENGE

Being one of the largest faculties in the SEE region comes with many benefits but challenges, as well, Morana says.

*“Communication is very important to us because we communicate with a wide range of audiences - both internally and externally. In addition to students, potential students, their parents, current and future partners, international organizations, and accreditation houses, we also communicate to foreign professors whom we want to join our faculty in one way or another as collaborators, partners, lecturers, etc.”*

When Morana formed the Team for Digital Marketing, the Faculty of Economics & Business only had a website and no active social media profiles. With the help of her team, they have created a strategy, started implementing it, and started seeing the first results.

There were three main challenges they faced with:

- They needed a tool to keep them informed in real-time about what people are talking about the faculty, studies, professors, and similar topics related to the faculty. This is a significant benefit for them because they can promptly react if something goes wrong and efficiently communicate to solve the problem.
- Their competition in the private sector is strong, so they needed a tool to help them analyze their competitors and benchmark performance.
- They wanted to monitor their communication efforts over the years and to be able to compare their performance from previous years.

## SOLUTION

Since she was familiar with the tool, Morana knew Mediatoolkit could help her solve these challenges. Mediatoolkit real-time alerts notify them every time something is posted online, and they can be aware of the online conversations at any time. For example, they discovered that potential students often seek information on which faculty to choose on Reddit. Morana points out that this provided them with valuable insights into which factors influence students' decisions.

Also, competitive analysis helps them be up-to-date with their competitors and how they fare.

*"I think it was very convenient for us to divide the communication on the web, which is the result of PR activities, publicity, and something that comes almost exclusively from us - social media communication, for example. And that we can see what and how we are doing and how we compare with the competition."*

Morana points out that Mediatoolkit shows them whether their communication efforts work. This helps them understand what works and what doesn't while also allowing them to detect what topics related to faculty are most talked about. For example, Morana recalled the time after the earthquake that hit Zagreb two years ago during the pandemic. The faculty building was damaged, and through Mediatoolkit, they noticed that there was a lot of speculation online about the safety of the building, classes, etc. The tool helped them keep rumors under control and focus their communication on the topics their community wanted to be informed about.

*"I think we did ourselves a big favor because otherwise, our communication and relationship with students in the midst of all this would have been much lower quality than it was."*

When it comes to features they use, Morana says that it depends on what they're monitoring, but mostly they use alerts and reports. She especially highlighted custom reports as being very useful and various filtering options. As for metrics they're monitoring, Morana explained that they're paying attention to standard ones such as the number of impressions and number of mentions.

They also look at the sentiment analysis that they find useful but also require more effort to train the algorithm as to what constitutes a positive, negative or neutral sentiment in the context of the faculty. The sentiment analysis has been proven useful in identifying the sources their mentions come from. That way, they can identify how various media outlets write about them, whether there are any opportunities for establishing better relationships, the quality of their relationships with media outlets, etc.

## IMPACT

One unexpected benefit and a pleasant surprise that they've discovered with Mediatoolkit is that the tool helps them immensely with the accreditation processes. Many accreditation houses ask about promotion strategies, information on what the faculty is doing, how they communicate, and what is the impact of such communication. Before Mediatoolkit, Morana says they were gathering information manually, which took time and effort.

*"The tool is super useful for our international accreditation processes. We can present the public impact of the faculty, publicity, perception, what we communicate, and what is communicated about us in a super simple way by clicking on the time periods, creating the whole report, and presenting it to the accreditation houses. With this, we solved many internal challenges regarding communication, record keeping, analytics, etc., in a very elegant way. So when that turned out to be very useful, and the management was pleased with it."*

Aside from management, Morana points out that the managers of accreditation processes were delighted when they realized they don't have to search for data and create reports manually - Mediatoolkit does that for them now.

On the question of what she would point out as the best thing about their experience with Mediatoolkit, Morana answered:

*"The general possibility to adapt to the client and the situation. You can easily solve different situations in a few clicks as the interface is very user-friendly. I think it is a huge benefit. The tool, as such, is not complex, so you don't need an excessive onboarding process to know how to use it daily. And then there are those extra functionalities you discover along the way that make your life even easier."*

Morana also shared that they often recommend Mediatoolkit to others:

*"We recommend Mediatoolkit all the time. We have recommended it in other countries as well. We often recommend it to non-profit organizations because they, for example, are not even aware of how much they can track potential sponsors, donors, contests, etc., through the media through Mediatoolkit."*

## CASE STUDY

FACULTY OF  
ECONOMICS &  
BUSINESS ZAGREB



When asked what her advice would be for people who are not sure whether Mediatoolkit is the right tool for them, she said:

*"Well, I would say that they should think about extremely favorable situations and benefits where Mediatoolkit can be helpful, but they should also think very carefully about potential negative situations such as risks, crises, etc., which is where I think Mediatoolkit can provide the most value.*

*And if they test the tool in that context and the more they play with the tool, they will see what Mediatoolkit brings to the table. This will make it easier and more straightforward for them to understand the benefits of Mediatoolkit. Also, they should go beyond the scope of pure communication because that is the first and natural thing associated with this type of tool. Go outside those frameworks and think if any other departments can use Mediatoolkit. From HR, product development, consumer insights... A vast range of departments, regardless of the industry, can benefit from Mediatoolkit. I recommend thinking about the tool's usability and not limiting it to communication."*

### ABOUT MEDIATOOLKIT

Mediatoolkit is an award-winning, user-first online media monitoring software.

Mediatoolkit helps businesses of all sizes monitor and analyze online conversations. It tracks more than 100 million online sources in any language to help its users across the globe make better business decisions by delivering them relevant information from the media in real-time.

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