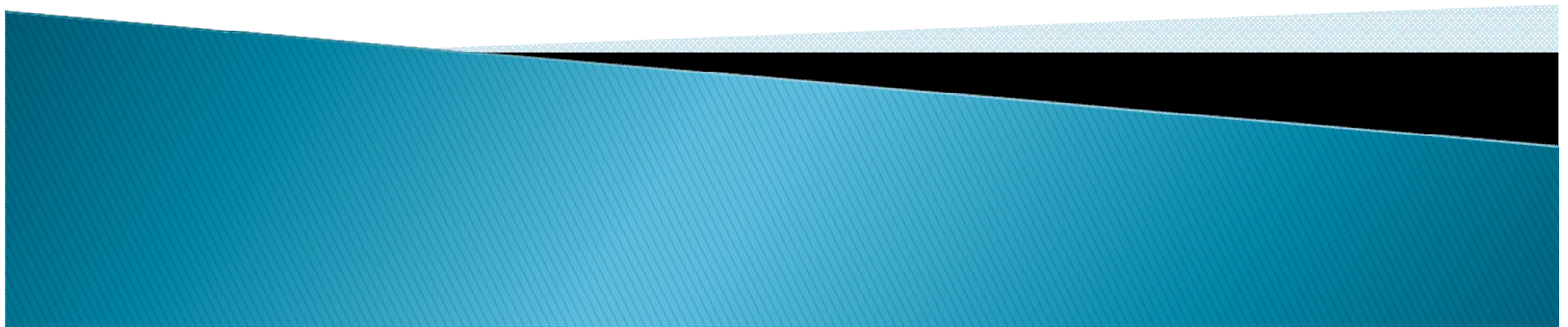


# Develop a Competitive Edge



# Strategy

- ▶ Develop marketing strategies for each strand
- ▶ 5 key areas
  - 16 – 18
  - Employer Training
  - Adult Learners
  - Management & Professional
  - Higher Education

# Strategy

- ▶ To reposition individual business strands
- ▶ Website to underpin each strategy
- ▶ Video content to enhance experience - Google
  - Employer training – relationship marketing - CMN award
  - 16 – 18 - Prospectus?
  - Adult Learners – Solus distribution
  - Management & Professional – Third party endorsement
  - Higher Education – who?

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### [Kaplan Financial Training | Business and Accountancy Training - UK](#)

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Providing accountancy, tax and financial qualifications for more than 50 years. **Courses** include ACCA, CFA, CIMA, **AAT** and ACA (ICAEW).

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[www.solihull.ac.uk/accounting-52776.html](#)

9 Jul 2010 - 3 min

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Solihull College offers **AAT** training **Birmingham**, Warwickshire, West Midlands. ... field of accountancy ...

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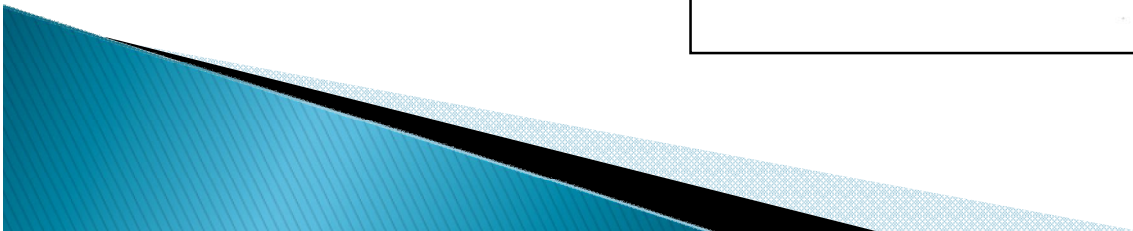
[See your ad here »](#)

# Teaser Campaign

**WATCH  
THIS  
SPACE**

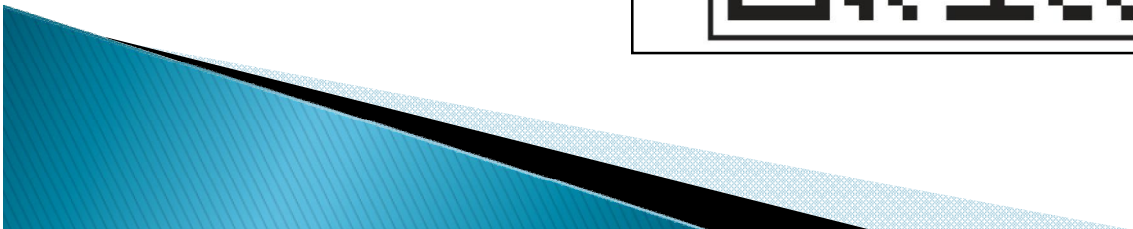


**23-05-11**



# Adshel poster

**IF YOU'RE  
SMART,  
SCAN**





# URL Screen

**SPORTS CENTRE**

**HAIR & BEAUTY**

**CONFERENCE CENTRE**

**ART**

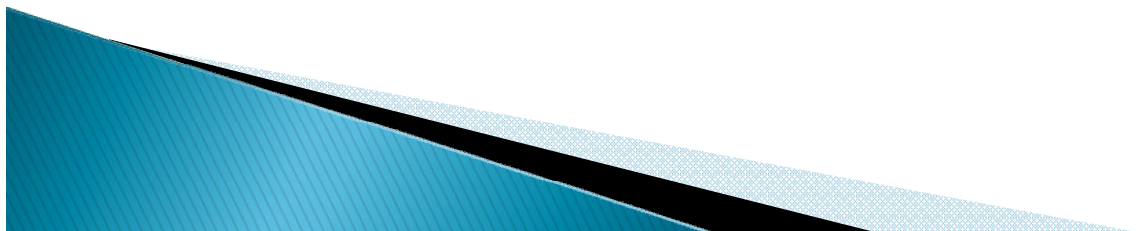
**ANIMAL CARE**

**FACILITIES**



# Overall webstats from QR Code

- ▶ In eight weeks the site registered 9,600 visitors
- ▶ This generated 36,000 views
- ▶ On average 3.7 videos were downloaded
- ▶ Bounce rate below 10%
- ▶ To September 46,500 views were registered






# Further Education Prospectus

Solihull College Full-time Prospectus 2012/13


Solihull College

TYP

## Vocational courses



ART & DESIGN



Art & Design

## Art & Design

Choose a career in the visual arts including fine art, art history, painting, installation, photography or teaching..

	Qualification	BL	WO	CC	Duration
Level 1	<a href="#">BTEC Level 1 Diploma in Visual Studies</a>	Y	N	N	1 year
Level 2	<a href="#">BTEC Level 2 Diploma in Art and Design</a>	Y	N	N	1 year
Level 3	<a href="#">BTEC Level 3 Extended Diploma in Art &amp; Design (Fine Art Pathway)</a>	Y	N	N	2 years

After completing the Level 3 course, students can progress on to the following Higher Education courses at Solihull College: HND in Graphic Design, HND in Photography.

If you want to put your learning into practice and you don't have Higher Education in your sights at the moment, after completing the Level 3 course you could go straight into employment.


14 Vocational courses

Vocational courses 15


# Higher Education Prospectus

Solihull College Higher Education 2012/13

## Course Details



**MEDIA**



6 Course details

Solihull College

**TYP** 2013

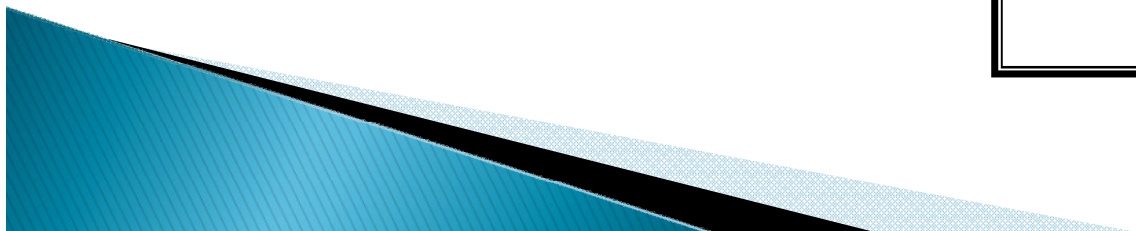
## Media

The HNC in Creative Media Production is a practical course which aims to develop your video production skills. During your studies you will work on productions and research. Time outside of classes will be required for planning, research and filming. The course is designed to replicate a real life production company where the skills you have acquired will allow you to work as a freelancer in the Film and Television industry.

Part-time	Duration	Fee per year	Application
<b>HNC Creative Media Production</b>	1 year	£2,500	Solihull College
<b>HNC Creative Media Production</b>	2 years	£1,250	Solihull College

Course details 7

# Prospectus





# Z-Cards



# Mobile site



# Outcomes

- ▶ July 10 – exceeded £1m direct income
- ▶ September 11- 16 -18 enrolment 15% increase
- ▶ October 11- HE enrolment exceeds target
- ▶ September/January 11/12 AAT enrolment closes  
*without above the line costs*



# Future

- ▶ Budget - down 30% from 2008 - 2011
- ▶ IAG and FE
- ▶ Competition from private sector
- ▶ New face of HE
- ▶ Digital Future