Postgraduate Marketing Opportunities and Admissions

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Introduction

- The Recession – opportunity or threat?
- ….. and possible responses
- Top 5 Priorities

Recession - Questions

1. What normally happens – can we rely on it happening again?
2. Regional issues
   - What sells? Is this where the emphasis should be?
3. National issues
   - ELQ
   - Is there still a FT 'national' market
4. International issues
   - Will recession kill the international market? Weak £
5. Diversity of potential PG student body – challenge or opportunity? Spreading of risk

Possible Responses

1. Understanding local situations – finding opportunities
2. Public service/vocational related courses – recession proof?
3. Adapting modes?
   - Part time, distance learning?
   - CPD modules to create Masters courses?
4. Looking for new markets
5. Pricing/funding strategy
6. New (?) emphasis – investment, employability
7. Marketing and admissions working together

Top 5 Priorities

1. Exploring underexploited markets
   - Alumni; overseas in UK; local markets; conversion courses
2. Suiting channels to markets
   - External events; online chats
3. The small stuff…..
   - Conversions; speed of response; joined up thinking; simple 'marketing'; working websites
4. Customer service and engagement
   - Stay visible, and make it easy
5. Targeting: understand your market
   - Information, information, information