Postgraduate Marketing and Admissions:

Working together in a competitive marketplace

Jane Penrose
Director, PostgraduateStudentships.co.uk
Senior Partner, Postgraduate Directions

Why does it matter at PG level?

- Complexity of the marketplace
- Complexity of institutions for PG issues
- Student attitudes to choice and opportunity
- Modern communications channels
- Customer Service, now
  - a competitive issue
  - an expectation
  - a necessary part of the process

Working together: stages

Stage	Potential Participants
Pre-enquiry	Marketing; International Office; Departments
Enquiry	Marketing; Enquiry Services; Admissions; Departments; International Office
Application	Admissions; Departments; International Office
Offer	Admissions; Departments; International Office
Conversion (awaiting decision)	Admissions; Departments; Marketing; International Office
Conversion (acceptance)	Admissions; Departments; Marketing;
Conversion (pre-enrolment)	Admissions; Departments; International Office; Student Services
Enrolment	Admissions; Departments; Student Services
Post Enrolment	Departments; Student Services

Working together: issues

- Multiple/changing participants
- Potential for confusion….
- ….. and for 'dropped links'
- Who does what, and when?
- Consistency – presentation

Possible responses

- Creating a framework
- Management Information: central point
- Streamlining/simplifying the system
- Speed, clarity and consistency of message to potential student
- Engagement from all levels

Making it work

- Information
- Agreement on process
- Who does what? Understanding of roles
- Collaboration – sharing of expertise
- Communication
- Internally…
- …. and externally?